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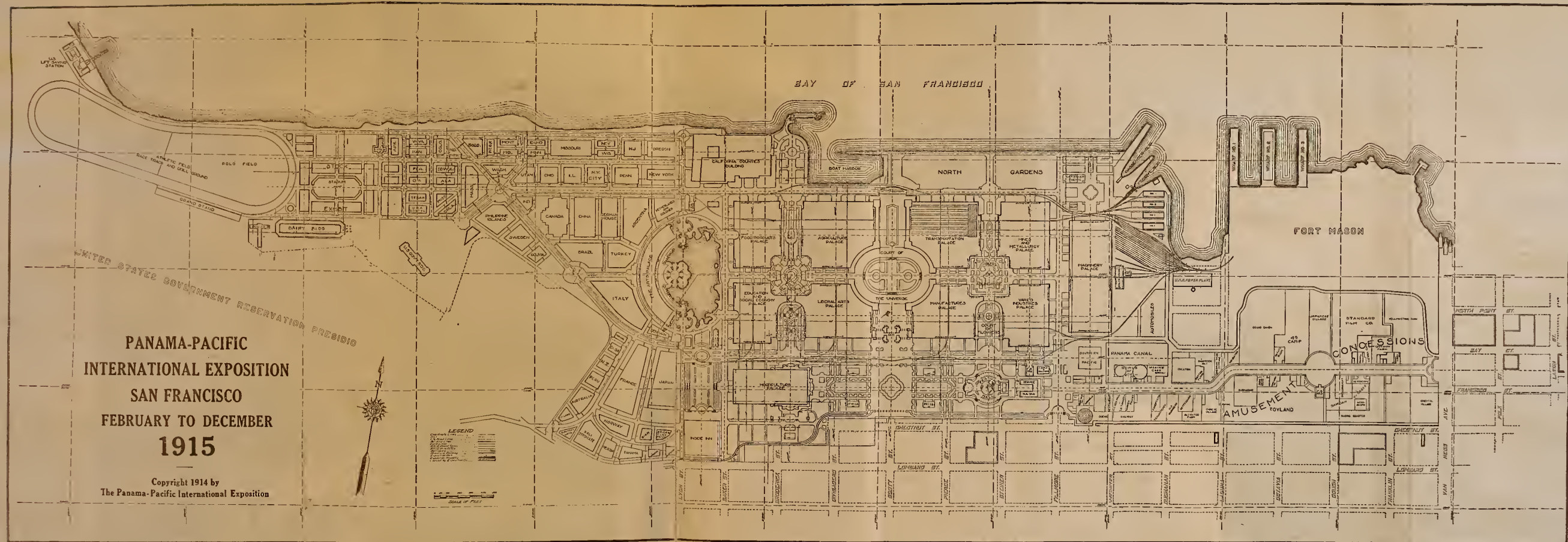
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PANAMA-PACIFIC
INTERNATIONAL EXPOSITION
SAN FRANCISCO
FEBRUARY TO DECEMBER
1915

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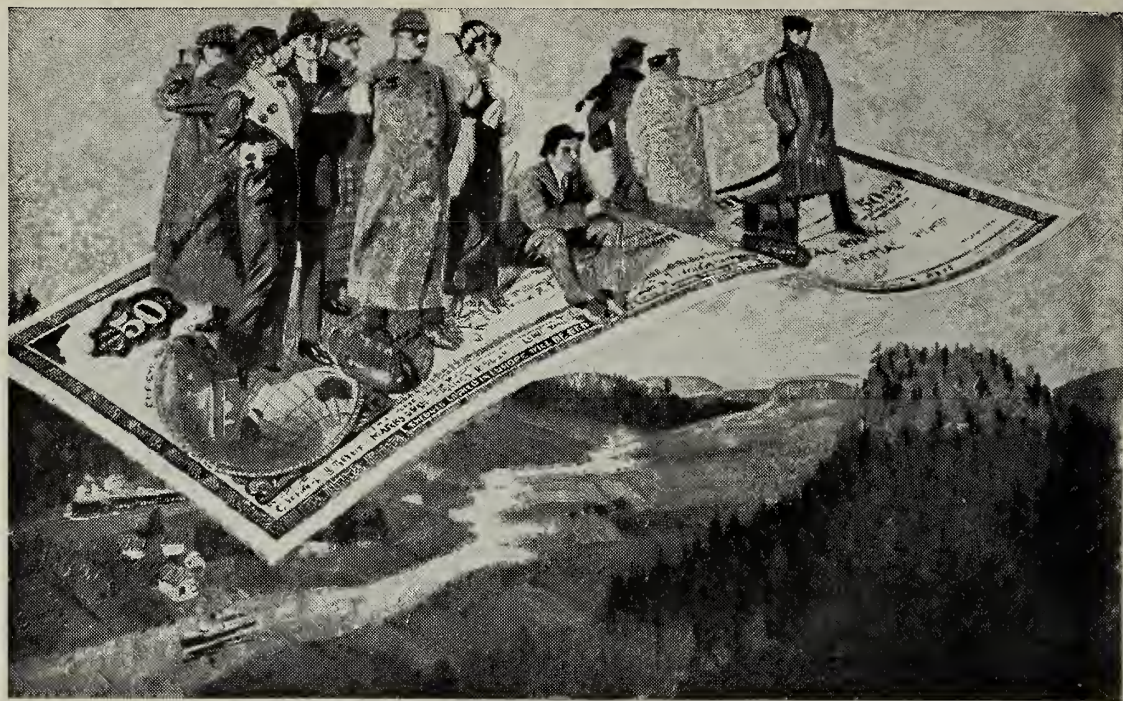


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First Edition

Official Handbook

(Pre-Exposition Period)

of the

Panama-Pacific International Exposition—1915

San Francisco, California, U. S. A.

Opening Day, February 20, 1915

Closing Day, December 4, 1915

Containing an Outline of all
Features of the Exposition

Including

Classification of Departments, Arrangement of Grounds,
Descriptions of the Palaces and Exhibits, the State, Territorial,
Insular and Foreign Buildings and Pavilions.

From data furnished by the Division of Exhibits, Division
of Exploitation, Division of Concessions and
Admissions and Division of Works.

Profusely Illustrated with Original Half-Tones,
Plan of Grounds and Map of City



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Panama-Pacific International Exposition



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Official Publishers
San Francisco

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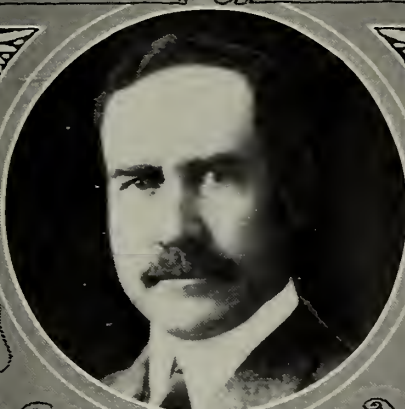
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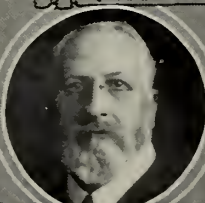
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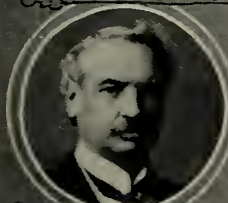
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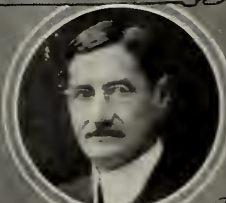
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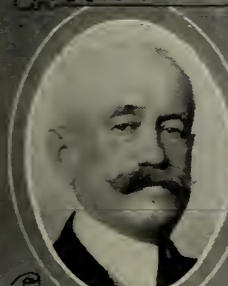
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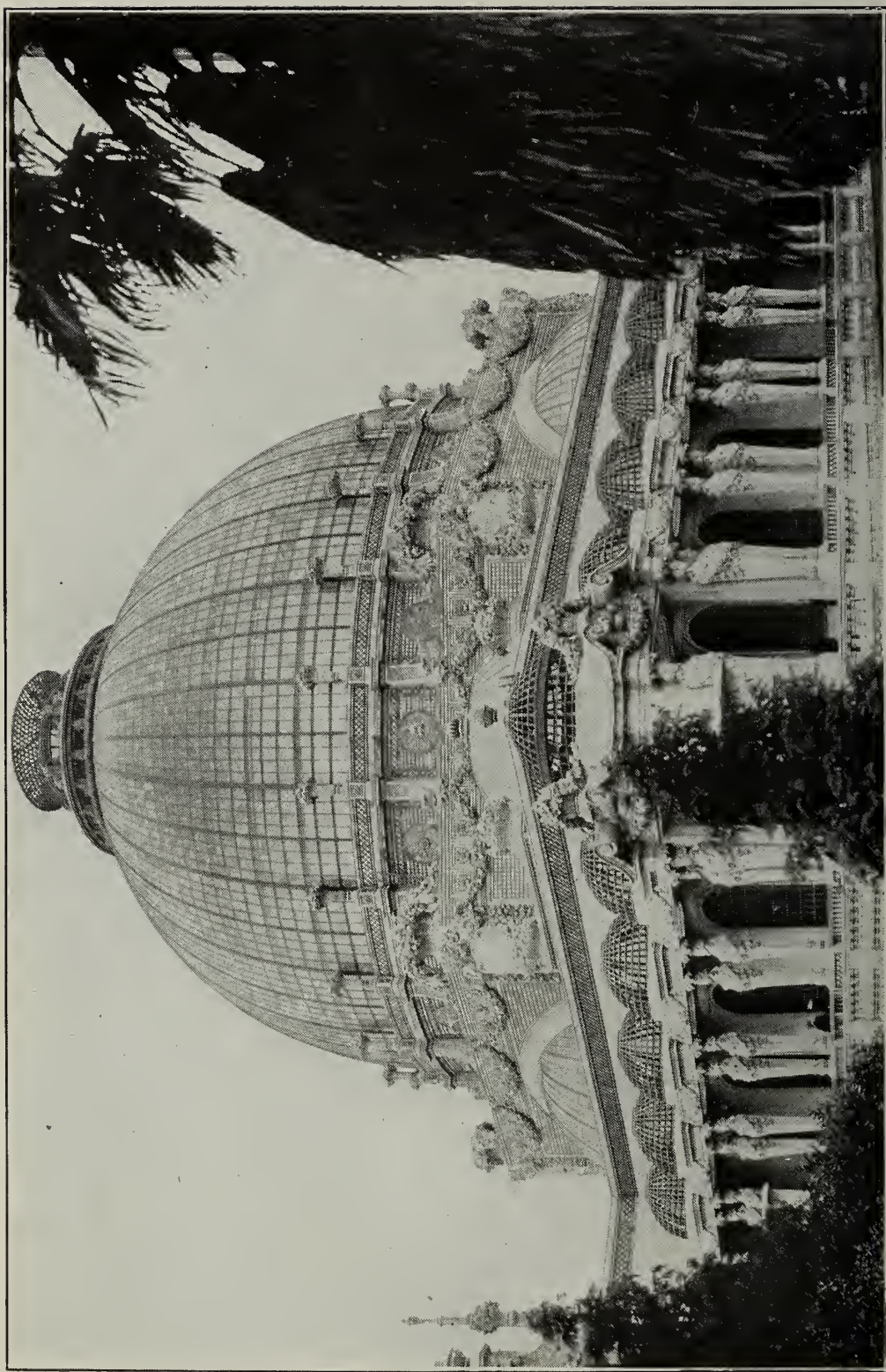
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PALACE OF HORTICULTURE

Introductory

THE Panama-Pacific International Exposition is of the so-called "universal" class. In all the world there have been held but eleven expositions of this class and in the United States but two.

A Universal Exposition differs from one of the ordinary or lesser type as a great university differs from a college. To deserve its characterization, a universal exposition must show the achievements of every civilized nation in every line of human effort. It must epitomize civilization. It must be a complete exhibit of human accomplishment to its date.

The Panama-Pacific International Exposition is planned to surpass all its predecessors in scope, in interest, in physical beauty and in economic importance. This is not vainglory; it is merely an obvious requirement. If an exposition is a record of the progress of mankind, each succeeding exposition must necessarily surpass its predecessors as long as mankind continues to progress. The long step forward taken by the Panama-Pacific International Exposition over anything that has preceded it is merely a reflection of the advance made by the world in the arts, sciences and industries since the last exposition was held.

This exposition has many points of differentiation in its plan. One of these deserves emphasis and perhaps some explanation.

The Panama-Pacific International Exposition, for the first time in exposition history, celebrates a contemporaneous event—the opening of the Panama Canal. Furthermore, that event is one which is of interest and importance to the entire civilized world. The motifs of previous expositions have not had this international interest.

The event celebrated being contemporaneous with the celebration, the exposition itself, on its exhibit side, will be contemporaneous, not historical. Its exhibits will be, as far as possible, a record of present-day achievements. Exhibits which show merely evolution, or history, or antiquities are not encouraged. This exposition, therefore, becomes a university for the student of the affairs of to-day rather than those of the past.

The influence of a great exposition in bringing together, for the interchange of ideas, the thinkers and producers of all nations, has invariably been to bring about better national understandings. The Panama-Pacific International Exposition was expected to be a powerful factor in the extension of universal brotherhood and world-peace; especially as its date chanced to coincide with the centenary of peace between English-speaking nations. There is a grim irony in the fact that on the eve of its opening there broke out what may prove to be the greatest war in history. It is but natural



LOOKING SOUTH IN THE COURT OF PALMS

for the public to inquire what effect this great war will have upon the success of an international exposition.

This introduction is written several months before the opening the exposition and at a time when the end of the European war cannot even be guessed at. Yet its effect, or lack of effect, on the exposition can be stated now with perfect confidence.

Its effect on the exposition is already seen to be this: It will very largely increase attendance; it will very largely increase the exhibits by the manufacturers and producers of the United States, of Canada, of South America, of the Orient, of Australia and of the European nations not at war. There seems no reason to fear any serious loss of exhibits on the part of the nations actually at war, nor any reason to expect any change in their plans for the exposition. But even should some loss of exhibits occur, they cannot now be such as to affect perceptibly the scope, interest or commercial importance of the exposition.

The physical beauty, the educational value, the plans for the entertainment and amusement of visitors will not be affected at all.

The Congress of the United States entrusted to the City of San Francisco and the State of California the responsibility of preparing a place at which the international celebration of the opening of the Panama Canal could be held. To carry out this national duty the citizens of San Francisco and of California in one way or another have assessed themselves about twenty million dollars. This money has been expended in preparing an exposition site and erecting buildings for the housing of exhibits. In this work the services of the leading landscape gardeners, architects, artists and sculptors of this country were enlisted. The location selected is one of incomparable natural beauty and advantage. The finished picture is one that will remain in the memory of the visitor as long as memory itself endures.

San Francisco itself offers almost an ideal home for an exposition. Its temperature varies very little from January to December, and is unvaryingly cool. It permits the exposition to be open for ten months—February 20th to December 4th—with a positive assurance, based on the weather records of twenty-seven years, that there will be nothing but pleasant weather during the entire period.

The invitation of the nation to the peoples of the world rests upon these combined assurances—an exposition greater, more beautiful, more important than any heretofore known; in physical beauty and artistic attractions surpassing all; held in a period of continuously fine weather in a city and State of great natural attraction and interest, reached by a journey which, to those who have never seen the wonders of the West or the Pacific Coast, will itself be a succession of thrills and pleasures.



Elaborate arrangements have been made to secure the comfort and provide for the protection of visitors. Hotel accommodations will be ample and reasonable rates are safe-guarded.

California and San Francisco add their invitations to that of the nation with the confidence of a hostess who awaits her guests in the sure knowledge that her house is properly set in order for their coming.

The Event Celebrated

THE Panama Canal, while not entirely completed in some details, opened for commercial business in August, 1914. After full completion, its formal opening ceremonies will be held some time in March, 1915, and the celebration of the completion of this gigantic work will, under Government auspices, be held at San Francisco, in the shape of the Panama-Pacific International Exposition.

The work completed in 1914 is the consummation of nearly four hundred years of dreaming, some twenty years of arduous work under impossible conditions by the French, and ten years of splendidly efficient labor by the United States Army engineers, under perfect conditions created by themselves.

Work was actually begun by the United States on May 4, 1904. At the point where the canal is dug, the Isthmus of Panama extends almost due east and west. The canal cutting across it runs in a general direction from northwest to southeast. The Pacific terminus is twenty-two miles east of the Atlantic entrance. The stranger at Panama City in the early morning thus enjoys the curious experience of seeing the sun rise directly before him out of the Pacific Ocean.

The isthmus itself at this point is about forty miles wide in a direct line; the canal channel is almost exactly fifty miles in length from deep water in the Caribbean to deep water in the Pacific. Advantage is taken here of the gap in the Cordillera Range—a range which stretches an unbroken barrier for ten thousand miles from the Yukon River in Alaska to the Straits of Magellan. The famous Culebra Cut reduces this one gap to a height of forty feet above sea level, yet within a few miles the mountain range rises to 10,000 feet.

To understand the geographical situation of the canal imagine a line drawn from the city of Pittsburg, Pa., due south. This line would cross the isthmus about on the line of the canal.

The highest point in the bottom of the canal is the bottom of the Culebra Cut, above mentioned, and this, as stated, is forty feet above sea level. As there are forty-five feet of water above the bottom of the cut, it is necessary to elevate vessels crossing the canal eighty-five feet, or thereabout, from sea level, and to lower

them again the same distance to sea level at the other end. This elevation and lowering is accomplished by a series of locks. On the Atlantic side these locks are a single flight of three steps, at Gatun. On the Pacific side there is one lowering of thirty feet at Pedro Miguel to a small lake fifty-five feet above the sea level, held by a dam at Miraflores, where two more lowerings overcome the difference of level to the sea.

The channel depth throughout the whole canal is forty-five feet. The bottom width varies from 300 feet through the continental divide to 1,000 feet in some portions of the channel through Gatun Lake. Fifteen miles of the total fifty miles are at sea level; for the balance of thirty-five miles the water level is eighty-five feet above the sea level.

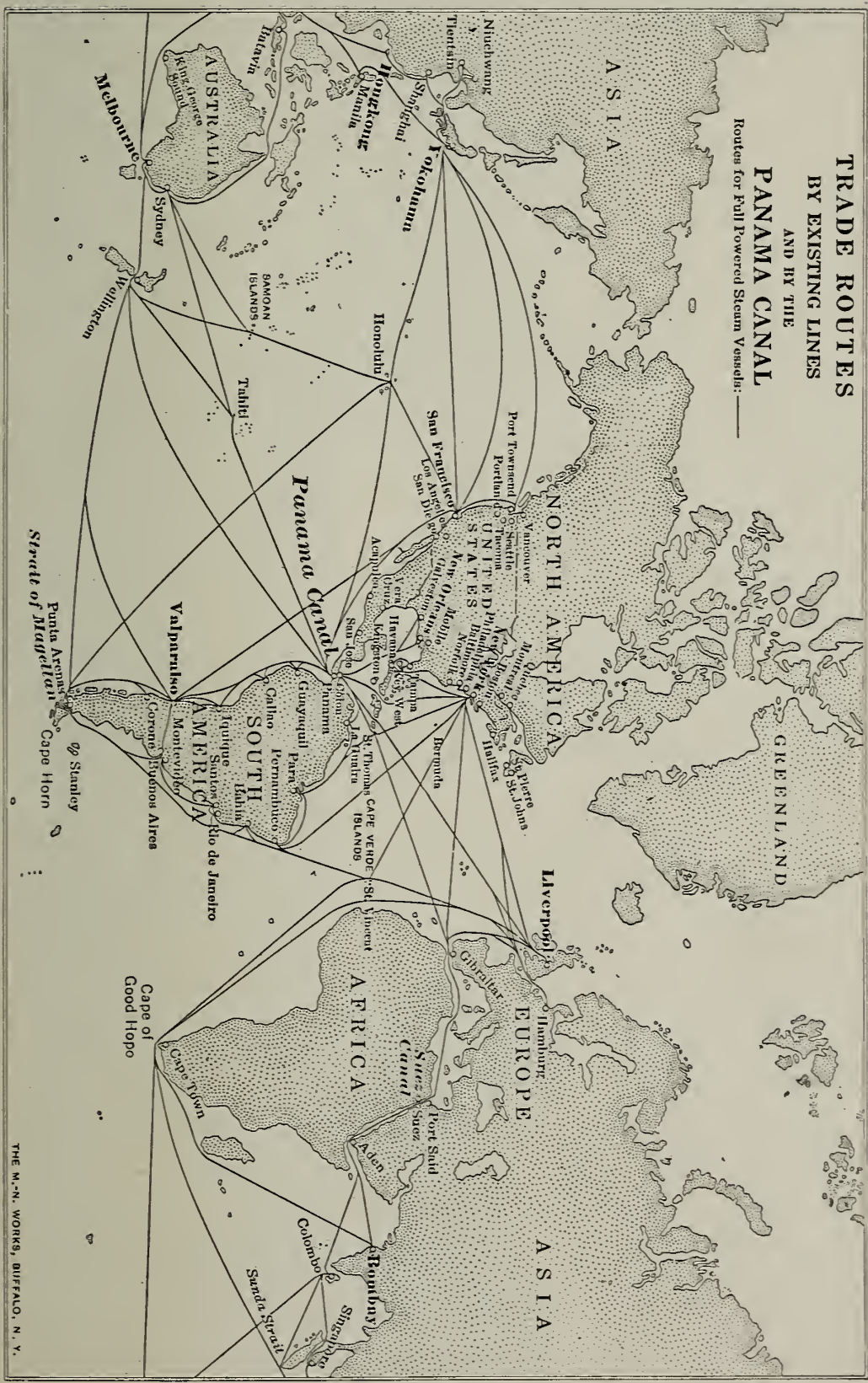
The importance of the canal to the maritime nations of the world and its influence as a factor in the economics of world trade may be gathered from the accompanying table:

Comparative Distances (in Nautical Miles) in the World's Sea Traffic and Difference in Distances Via Panama Canal and Other Principal Routes.

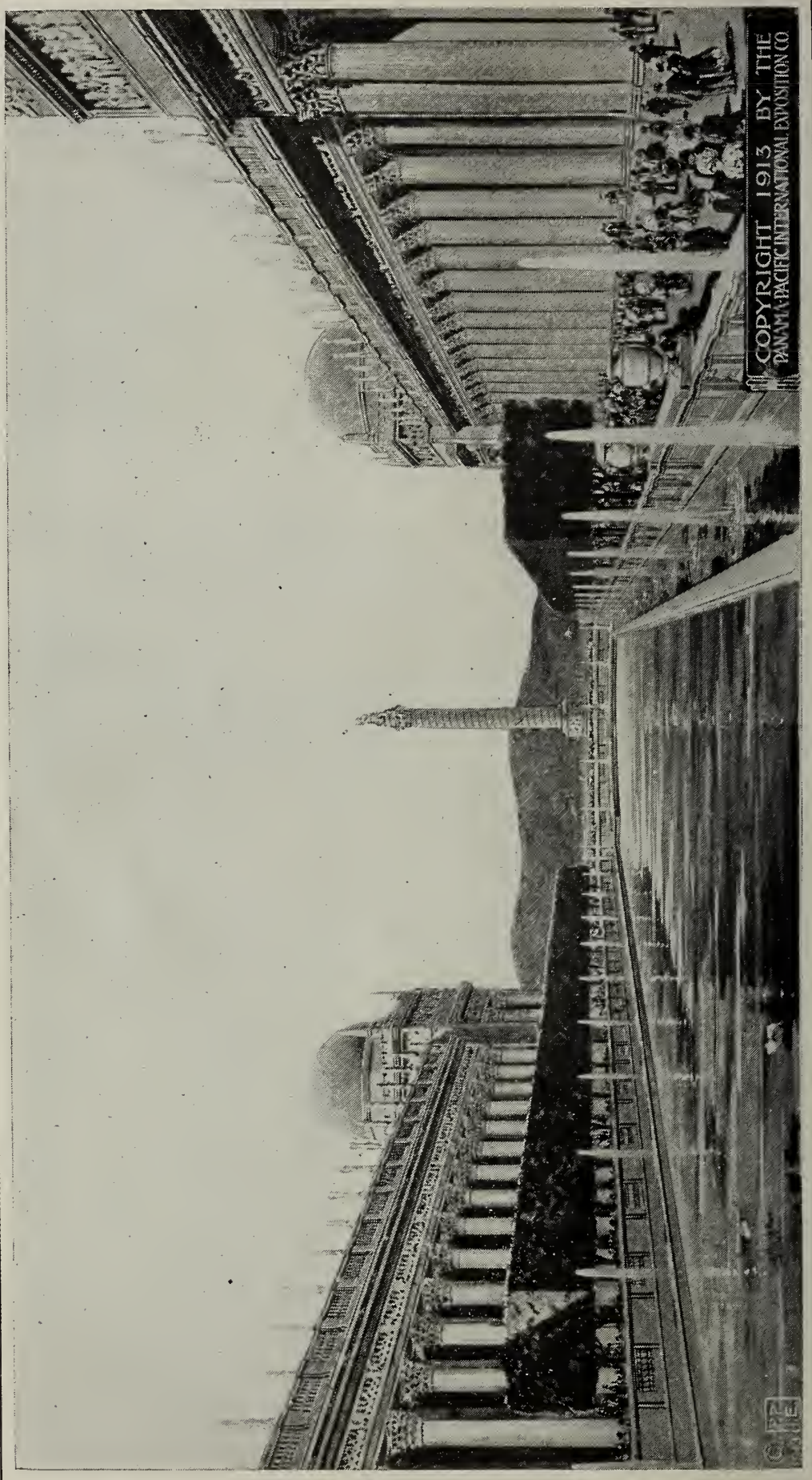
TO	VIA	FROM					
		New York	New Orleans	Liverpool	Hamburg	Suez	Panama
Seattle.....	Magellan	13,953	14,369	14,320	14,701	15,397	
	Panama	6,080	5,501	8,654	9,173	10,447	4,063
	Difference	7,873	8,868	5,666	5,528	4,950	
San Francisco..	Magellan	13,135	13,551	13,502	13,883	14,579	
	Panama	5,262	4,683	7,836	8,355	9,629	3,245
	Difference	7,873	8,868	5,666	5,528	4,950	
Honolulu.....	Magellan	13,312	13,728	13,679	14,060	14,756	
	Panama	6,702	6,123	9,276	9,795	11,069	4,685
	Difference	6,610	7,605	4,403	4,265	3,687	
Guayaquil.....	Magellan	10,215	10,631	10,582	10,963	11,659	
	Panama	2,810	2,231	5,384	5,903	9,192	793
	Difference	7,405	8,400	5,198	5,060	2,467	
Callao.....	Magellan	9,613	10,029	9,980	10,361	11,057	
	Panama	3,363	2,784	5,937	6,456	7,730	1,346
	Difference	6,250	7,245	4,043	3,905	3,327	
Valparaiso.....	Magellan	8,380	8,796	8,747	9,128	9,824	
	Panama	4,633	4,054	7,207	7,726	9,000	2,616
	Difference	3,747	4,742	1,540	1,402	824	
Wellington.....	Magellan	11,344	11,760	13,353	9,694	
	Suez	12,989	
	Panama	8,857	8,272	11,425	11,944	9,205	6,834
	Difference	2,493	3,488	1,564	1,409	489	
Melbourne.....	Cape Good Hope .	13,162	14,095	11,845	8,186	
	Suez	11,654	
	Panama	10,392	9,813	12,966	13,452	10,713	8,342
	Difference	2,770	4,282	1,312	1,607	2,527	
Manila.....	Suez	11,589	12,943	9,701	9,892	6,233	
	Panama	11,548	10,969	14,122	14,608	11,869	9,370
	Difference	41	1,974	4,421	4,716	5,636	
Hongkong.....	Suez	11,673	13,031	9,785	9,976	6,317	
	Panama	11,691	11,112	13,957	14,443	11,704	9,173
	Difference	18	1,919	4,172	4,467	5,387	
Yokohama.....	Suez	13,566	14,924	11,678	11,860	8,210	
	Panama	9,798	9,219	12,372	13,858	11,119	7,660
	Difference	3,768	5,705	694	1,989	2,909	
Panama		2,017	1,438	4,591	5,110	6,387	

(This table, taken from John Barrett's book, "The Panama Canal—What It Is," by kind permission of the author.)

TRADE ROUTES **BY EXISTING LINES** **AND BY THE** **PANAMA CANAL** Routes for Full Powered Steam Vessels: —



FROM "THE PANAMA CANAL," BY JOHN BARRETT.
 BY COURTESY OF THE AUTHOR.



LOOKING NORTH IN THE COURT OF THE UNIVERSE, COLOSSAL COLUMN OF PROGRESS IN THE CENTER.

Origin and History of the Exposition

IN April, 1910, at a mass meeting of the citizens of San Francisco, held in the Merchants Exchange Building, the first step was taken in the organization of an International Exposition which would fittingly celebrate the completion of the Panama Canal. Within two hours the sum of \$4,000,000 was raised by popular subscription. This, later, was increased to \$7,500,000. Following this, the people of California amended their constitution to enable them to levy a tax upon themselves of \$5,000,000 and the citizens of San Francisco voted upon the city a bond issue of \$5,000,000. These vast sums, with the addition of approximately \$3,000,000 raised by the individual counties of the State, brought the total up to \$20,000,000 coming from the citizens of California alone.

On February 15, 1911, William Howard Taft, President of the United States, signed the resolution passed by both houses of Congress officially designating San Francisco as the site for the national celebration.

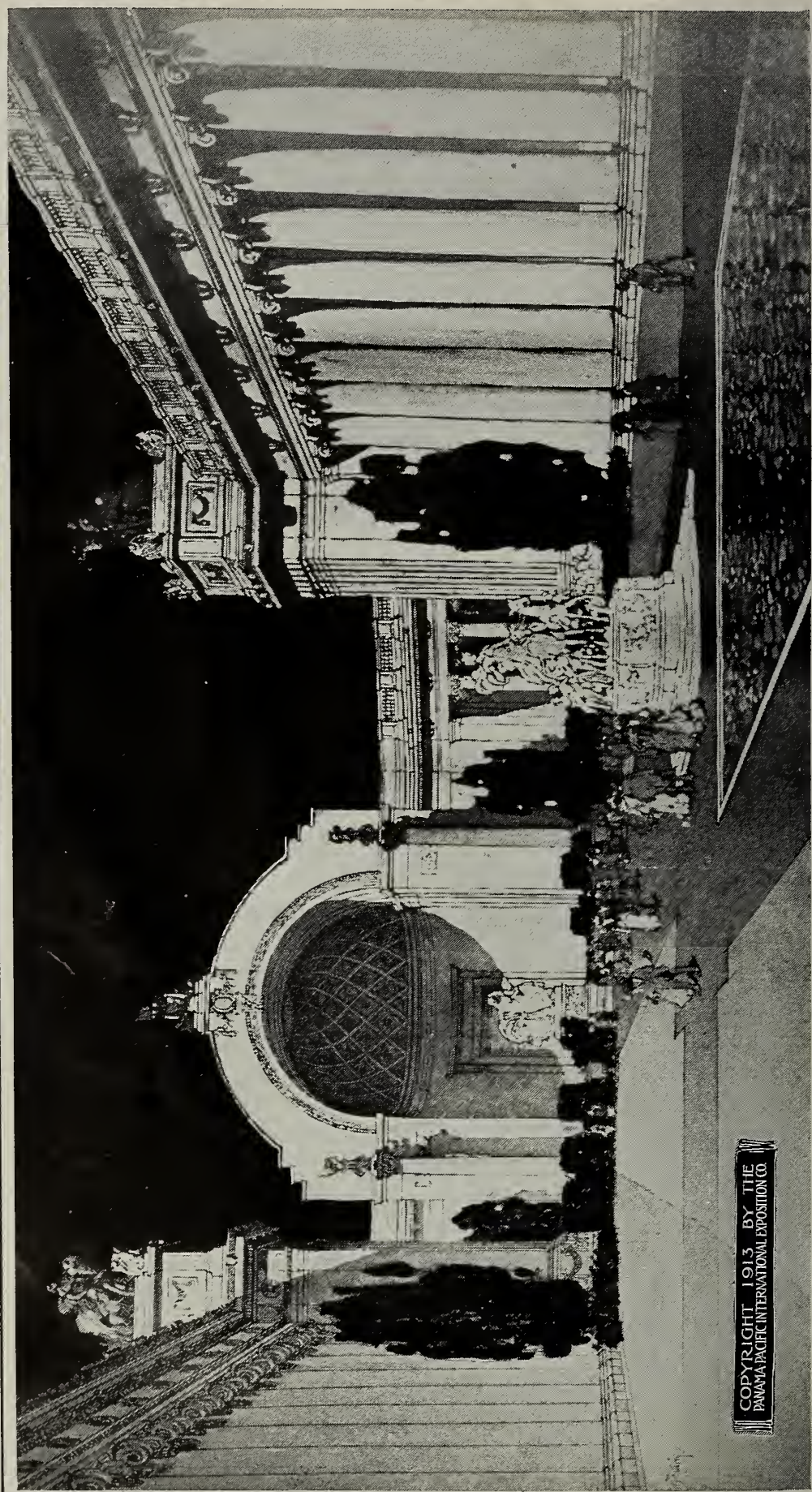
Actual construction work on the exposition was begun on October 14, 1911, when President Taft turned the first spadeful of earth; and on February 2, 1912, the President issued the official proclamation of the celebration, inviting all the nations of the earth to join therein.

This invitation has been up to this time accepted by forty-one foreign nations and the pavilions being erected by them, wherein their official representatives will act as hosts, are now covering the Foreign Sites section of the exposition grounds.

Of the States and Territories of the United States, forty-two have, up to the date of publication, announced their intention to participate and erect State buildings, and of this number thirty-two have selected their sites and eighteen have begun the erection of their buildings. Hawaii and the Philippines are both erecting notable pavilions wherein they will receive the thousands of visitors from all parts of the world, who will come to examine what is to be shown of the island resources.

Nearly two years before work actually began President Charles C. Moore of the Panama-Pacific International Exposition promised the world that when the gates of the world's greatest exposition were thrown open on February 20, 1915, it would be completely finished and ready. Eight months before the date set for the opening the promise was virtually made good.

The last of the palaces to be completed was the beautiful Palace of Horticulture, surmounted by the largest hemispherical glass dome now in existence. This structure is regarded by many as the most beautiful exposition building ever erected. Some idea of the



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HALF DOME, COURT OF THE FOUR SEASONS.

vast size of the crystal dome may be obtained from a comparison with some of the most famous domes now in existence. The diameter of the Pantheon of Rome was 143 feet; that of the Duomo of Santa Maria del Fiore at Florence, 139 feet; United States Capitol, Washington, D. C., 135 feet; while the famous dome of St. Peter's at Rome is 139 feet in diameter. The dimensions of the dome of the Palace of Horticulture are: diameter, 152 feet, and extreme height, 185 feet.

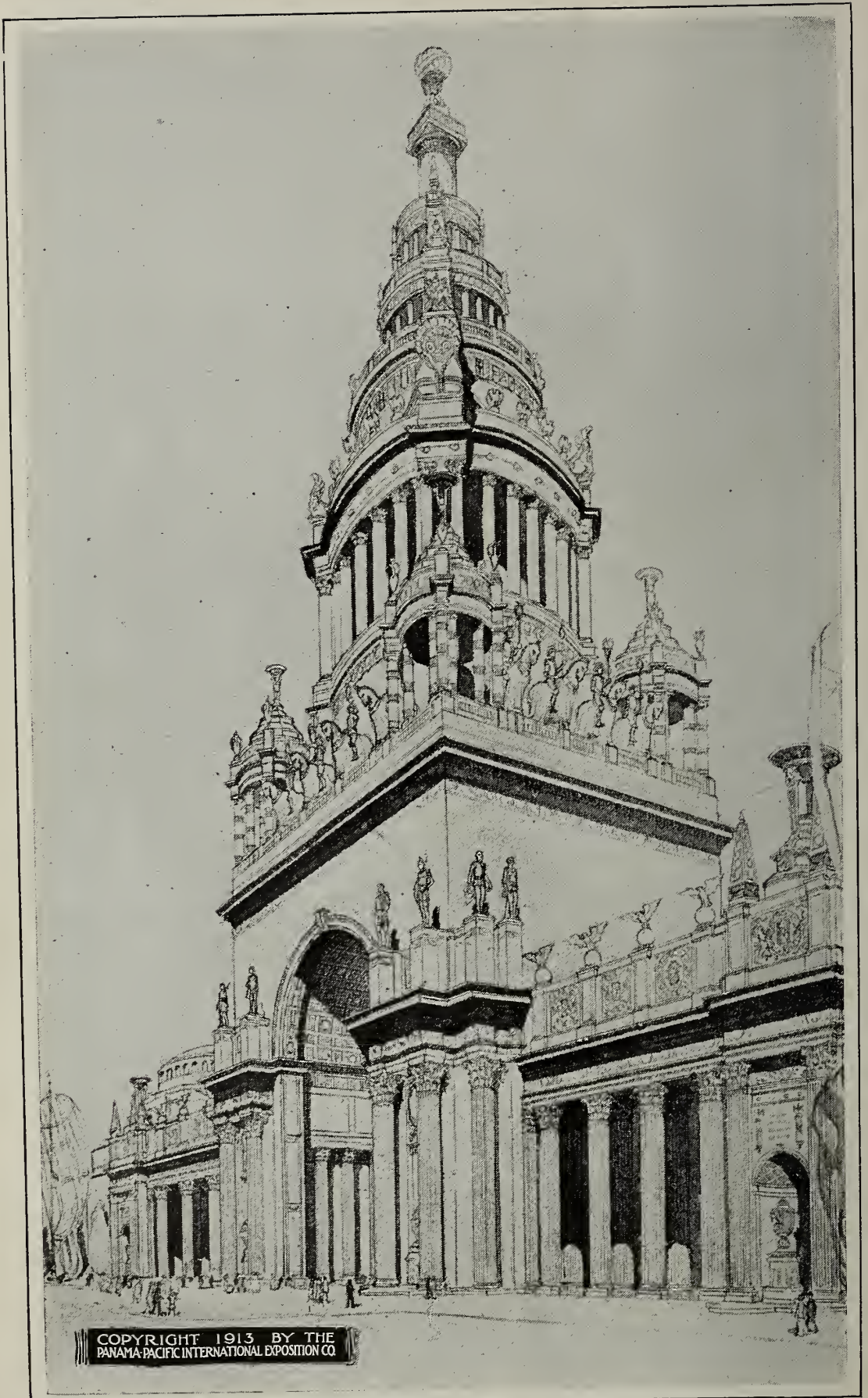
GROUND PLANS.

It will lead to an understanding of the unusual layout of the Panama-Pacific International Exposition if it is kept in mind that the 635 acres comprising the site are divided roughly into three approximately equal parts. The easterly third is devoted to the amusement district of the exposition and is called the Zone. The westerly third is devoted to the pavilions of the foreign nations and the States of the nation, but is itself flanked further to the left by the spacious grounds devoted to the livestock buildings and the great race track.

Between the Zone and the State and National Pavilion space on the west is the central third on which the main exhibit palaces are erected. The arrangement here is wholly new in exposition practice. Instead of following the usual method of erecting each building separately and after its own individual plans (a practice which requires the wide separation of buildings by spaces which are inconvenient for the visitor or, on the other hand, results in an architectural jumble if the buildings are placed close together), the plan followed by the architects of the Panama-Pacific International Exposition is a happy compromise. It offers a maximum degree of convenience and accessibility, saving many wearisome steps for the visitor yet loses nothing in architectural effect; in fact, many wholly new architectural triumphs are possible.

The plan, broadly stated, groups the eight exhibit palaces so closely together that they might almost be considered a single building of enormous extent. This great building is then divided into eight parts by means of courts, one longitudinal and three lateral. These courts are of vast proportions and lend themselves to the highest degree of architectural art. They really become the architectural feature of this portion of the exposition. The greatest genius of the leading architects of the United States has been expended upon these courts, and the visitor cannot fail to be thrilled by their beauty and grandeur.

This main group of exhibit palaces is flanked on the east by the huge Palace of Machinery and on the west by the exquisite Fine Arts Building. The whole arrangement is exceedingly compact and convenient and has been worked out in a beauty of detail that will be remembered by the visitor as long as memory itself lasts.



MAIN TOWER, OR "TOWER OF JEWELS."

THE EXPOSITION SITE.

There has never been an exposition with a setting which combines in so high a degree the merits of natural charm, accessibility and practical advantage. The site as a whole consists of 635 acres—a natural amphitheater of which the two-mile front extends along the shores of San Francisco Bay. On each flank are lofty eminences crowned with frowning fortifications of Fort Mason and the Presidio. At the back rise the low, rolling hills of San Francisco crowned with her most beautiful residences. The view facing the water is undoubtedly one of the most famous in the world, looking out as it does across the blue, island-studded waters of the bay and the gigantic background formed by the Marin hills, with Mt. Tamalpais looming over all. All of this is in the very heart of San Francisco's residence district and can be reached by trolley car from any portion of the city in a trip of never more than twenty minutes.

ARCHITECTURAL PLAN.

The architectural plan is in harmony with the theme of the great international exposition itself. As the exposition will be universal and the meeting-place of the nations of the world, the plan of architecture is a blending of the varied styles of the new and the old world.

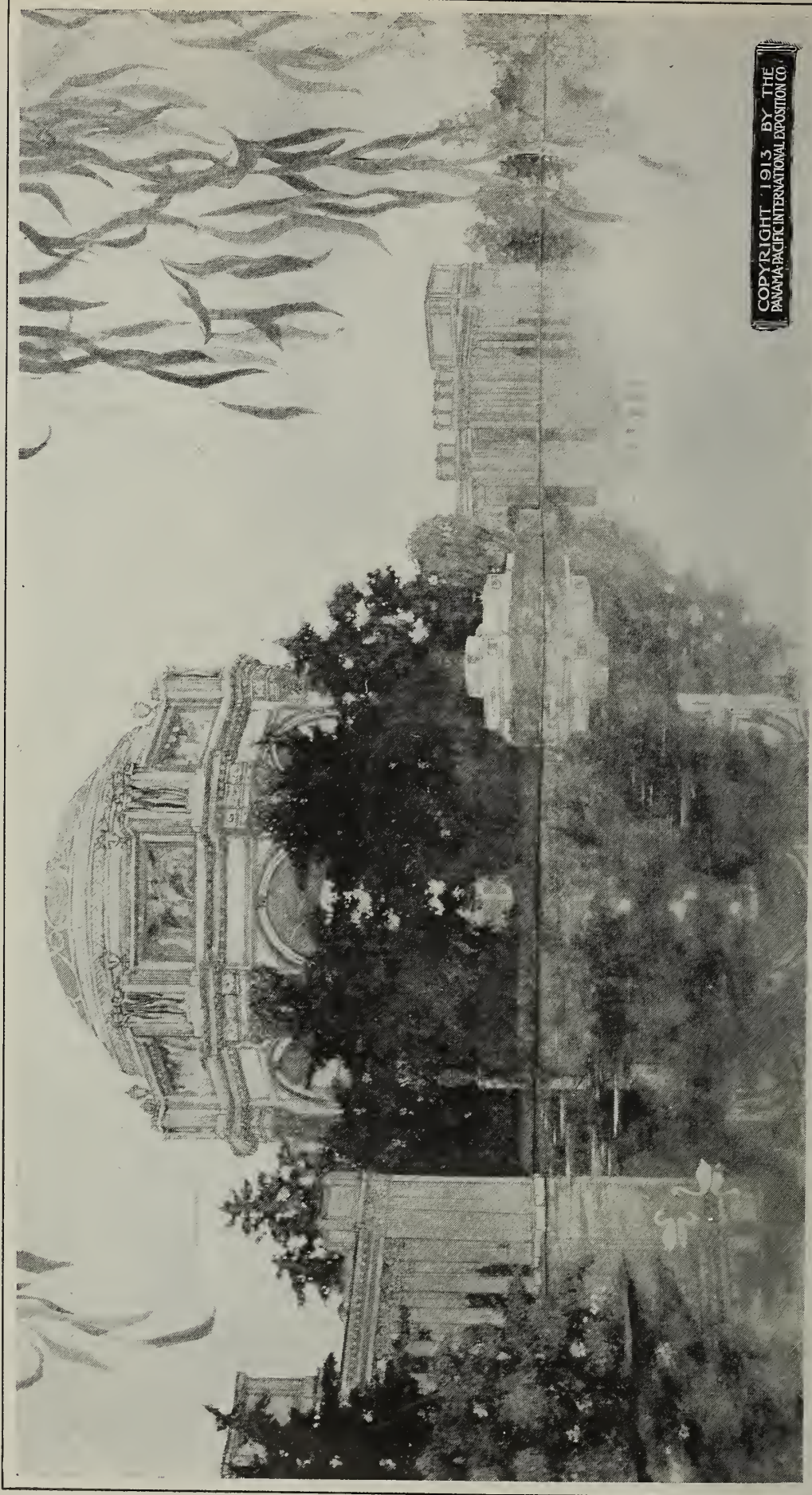
Types of architecture distinctive of the East and of the West are seen in the various exhibit palaces and courts, so that the architectural scheme contributes to convey the general idea of universality.

The exposition's Architectural Council and George W. Kelham, Chief of Architecture, employed a unique idea in the drafting of the plans. Instead of commissioning architects to draft complete plans for the main exhibit palaces, the council assigned to engineers the work of designing the buildings within the facade lines, while the architects devoted themselves to the walls and courts.

The architectural work outside of the main group was done in the usual manner, each of the other buildings being designed by one architect.

William B. Faville, who designed the entire exterior wall of the main group of buildings, conceived and utilized the idea of decorating these exterior walls to mark the various epochs in architecture. The south wall, flanking the great Tower of Jewels, reflects the Italian and Spanish Renaissance. The west wall carries out the same scheme up to the time of Spanish architecture.

The water-front facade of this inclosure portrays the romance of California. To carry out the theme, the building walls of this side are decorated with the figures of early explorers.



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PALACE OF FINE ARTS, WITH ITS PLACID LAGOON.

The entrances to the various courts within the main group are marked by great doorways and towers in various styles of architecture. The Court of the Sun and Stars occupies the center of the group, with the Arch of the Rising Sun and the Arch of the Setting Sun, to the east and west, respectively.

Columns in Corinthian style are in this court, while the details are in Italian Renaissance, with a mild suggestion of the Byzantine. The design for the arches was suggested by the triumphal arches of Imperial Rome.

In the Court of Abundance, to the east of the Court of the Sun and Stars, the Renaissance is followed, while the Court of the Four Seasons to the west is designed in Roman Ionic style.

The Court of Palms and the Court of Flowers, both of which were designed by George W. Kelham, are in Italian Renaissance.

The exhibit palaces outside of the main group reflect the same blending of architectural styles and their designs are highly distinctive.

The Palace of Machinery, not only the greatest of the exhibition palaces, but the largest wooden frame building in the world, has been designed in Roman style.

The Palace of Fine Arts, which is located 400 feet west of the main group, reflects the same Roman inspiration.

Other types, which are seen in various palaces, are Saracenic in the Palace of Horticulture, French in Festival Hall, and California Mission in the California Building.

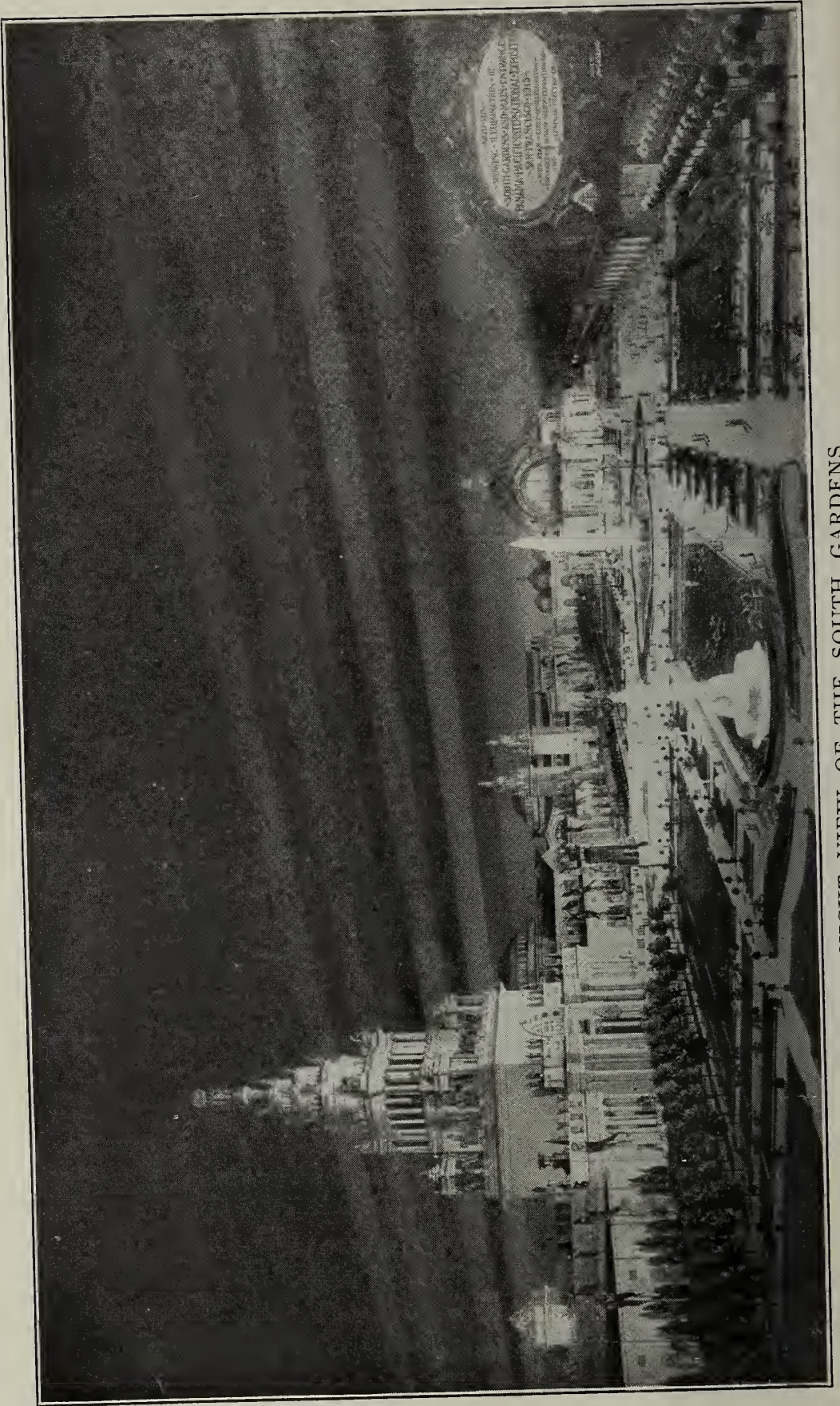
ILLUMINATION.

As with every other detail of the exposition's plans, the illumination of the grounds and buildings has received very careful study by experts and will show effects, results and novelties heretofore unknown.

At the Panama-Pacific International Exposition the modern method of indirect or concealed lighting will be developed to its highest degree of perfection.

It will be almost literally true that while no exposition has ever been so well lighted as this will be, yet the visitor will never see a light. Buildings and grounds will glow apparently by their own illuminosity. Yet every detail, every tiny corner and every lighted building, even every blade of grass will be almost as well lighted as at noon day.

Many wonderful coloring effects have been prepared. In addition to the lighting of the grounds and buildings themselves, enormous search-lights located on barges anchored in the bay, off the exposition site, will throw powerful beams of constantly changing color over the entire grounds.



NIGHT VIEW OF THE SOUTH GARDENS.

As an item, among many other novelties and effects, the Tower of Jewels will probably be remembered longest by the visitor. This is the main entrance tower or Tower Gate and it will be hung with more than 125,000 specially cut "jewels" in colors of ruby, amethyst, turquoise, emerald and in flashing white of diamonds. These jewels are made from a specially prepared glass which, in combination with scientific cutting, has extraordinary refractive powers. Under the shifting color beams of the search-lights or scintillators the effects of these jewels will be something that will linger long in the memory of the visitors.

Neither at day nor at night will there be any of the painful glare familiar to visitors at previous expositions. The soft and beautiful tones of color used in the buildings themselves will make them restful and pleasant to the eye, even under the strong California sunshine. While at night the concealed light will make the exposition seem indeed a dream city, even to eyes that have been wearied by the glories of the day.

THE COLOR SCHEME.

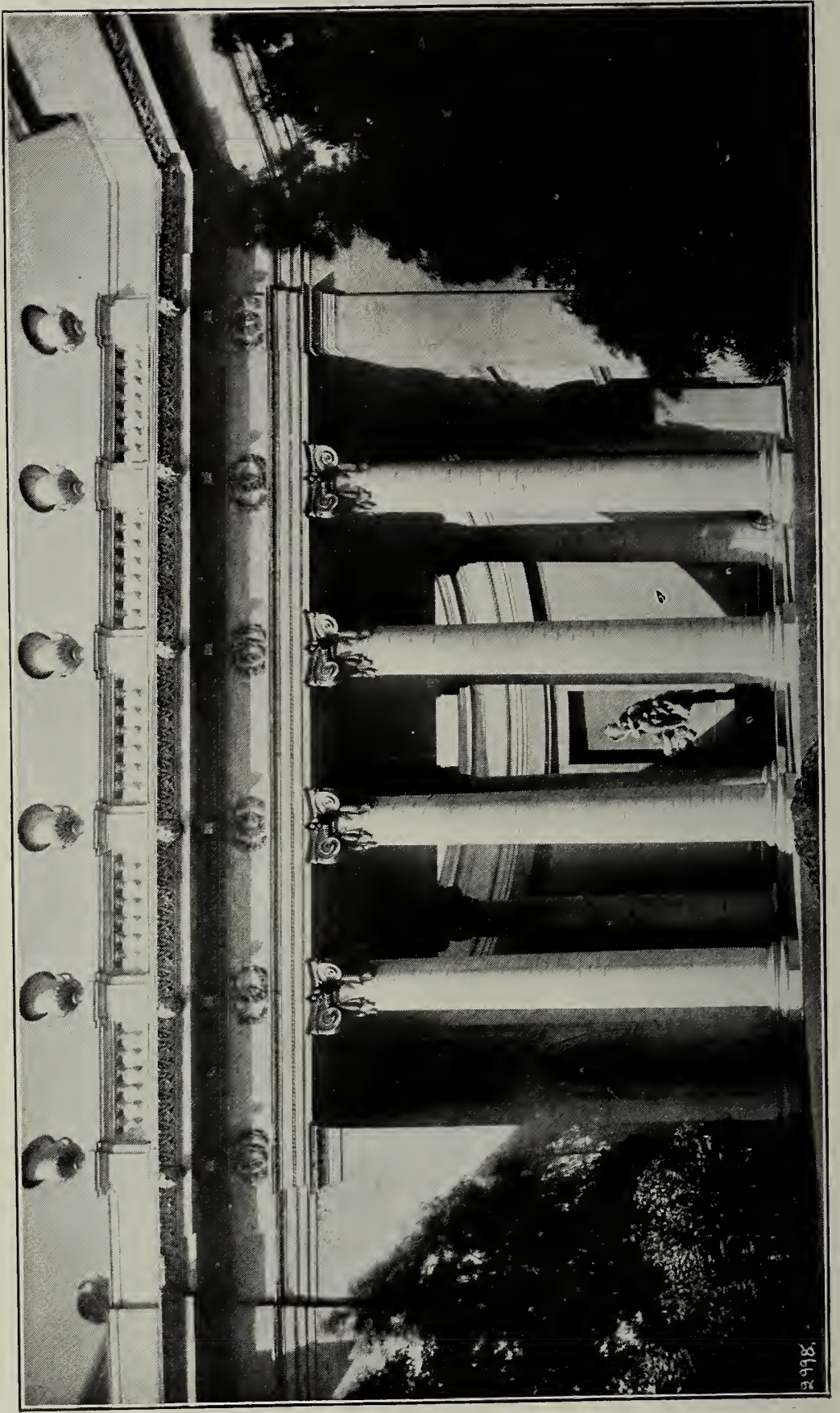
The entire exposition is tinted in eight colors: French green for garden lattices, etc.; deep cerulean blue for recessed panels and vaulted ceilings; an orange-pink for flag-poles; a pinkish-red with a dash of brown for the background of colonnades; golden burnt-orange for small domes and mouldings; terra cotta for domes; gold for statuary, and verde-antique for urns and vases.

The buildings proper are of an old ivory tint, colored after the famous Travertine marble. The exquisite harmony of the color blending of the domes, towers, minarets, etc., make the exposition at a glance a spectacle of wondrous yet simple splendor.

SCULPTURE IN BUILDINGS AND GROUNDS.

More than fifteen hundred figures adorn the buildings and grounds. They were executed by 150 of the world's renowned sculptors at an expense of \$300,000. Each piece of sculpture will depict some phase of the significance of the celebration. Every piece will richly repay careful study.

Among the most striking and imposing pieces of statuary that will ornament the exposition will be the allegorical groups surmounting each of the two triumphal arches at either side of the Court of Sun and Stars—the Arch of the Rising Sun and the Arch of the Setting Sun. The group over the Arch of the Rising Sun, standing on the side of the court, will portray the "Nations of the East," and India and her sister countries of the East will be represented. The "Nations of the West" group will represent the



"NICHE" IN THE COURT OF THE FOUR SEASONS

explorers and pioneers of early days. These allegorical groups will complete the theme of the two triumphal arches, which signify the meeting of the East and West upon the completion of the Panama Canal.

The interior courts of the main group of palaces will be elaborately ornamented with statuary, and each of the great palaces will be decorated with sculpture symbolizing the nature of that building. This branch of the exposition work is under the direction of A. Stirling Calder, acting chief of sculpture.

ESTIMATES OF EXPENDITURE.

Around a nucleus of \$4,000,000, contributed in two hours to the exposition by popular subscription by the citizens of San Francisco, has grown the present working fund of \$50,000,000. This amount is made up of the following items:

State of California	\$ 5,000,000
City of San Francisco	5,000,000
Popular subscription	7,500,000
States and Territories (exclusive of California) ..	8,000,000
Counties of California	3,000,000
Concessions	10,000,000
Foreign Governments	5,000,000
Exhibits	6,500,000
	<hr/>
	\$50,000,000



Main Exhibit Palaces

THE main exhibit palaces are eleven in number, as follows: Machinery, Education and Social Economy, Agriculture, Food Products, Liberal Arts, Manufactures, Transportation, Mines and Metallurgy, Varied Industries, Fine Arts, Horticulture.

THE PALACE OF MACHINERY.

The Palace of Machinery, situated at the extreme eastern end of the exhibit building area, is one of the largest wooden structures ever erected, being 967 feet long, 367 feet wide and 136 feet high. In this building will be displayed both machinery and electrical exhibits and a large percentage of these will be in actual operation.

Architects, Ward and Blohme. Dimensions, 367 feet by 967 feet. Cost, \$659,665.



PALACE OF MACHINERY.

PALACE OF FINE ARTS.

The Palace of Fine Arts is situated at the western end of the exhibit building area and is semi-circular in plan, its wings half-encompassing a still lagoon. As many of the world's greatest art treasures will be assembled in this building, an absolute fire proof standard of construction was maintained in its erection.

Architect, R. B. Maybeck. Dimensions, 950 by 135 feet. Cost, \$580,000.

PALACE OF HORTICULTURE.

Constructed almost entirely of glass, the building is surmounted by a huge glass dome, larger than that of St. Peter's at Rome. At night this will be illuminated from within by means of searchlight projectors so arranged that the half-sphere will seem to be a living mass of light demons. A Cuban palm grove will be the popular feature of the display in the palace. The most comprehensive and elaborate collection of rare and magnificent plants ever assembled will be exhibited in this structure, while in the South Gardens and in other parts of the grounds will be displayed the hardier plants.

Architects, Messrs. Bakewell & Brown. Dimensions, 672 by 320 feet; dome, 185½ feet high and 152 feet in diameter. Cost, \$341,000.

THE "WALLED CITY."

The main group of eight exhibit buildings lying between the Palace of Fine Arts and the Palace of Machinery is strongly suggestive of a walled city out of the "Arabian Nights." The same general type of architecture has been adhered to in the treatment of all. The exterior architectural plan was designed by W. V. Faville, while the facades fronting on the courts were treated by the designers of the courts. The structures proper were erected according to plans prepared by the exposition's engineering staff. The buildings included in this group with their dimensions and cost, follow:

Palace of Liberal Arts—475 by 585 feet; \$344,180.

Palace of Manufactures—475 by 552 feet; \$341,069.

Palace of Varied Industries—414 by 541 feet; \$312,691.

Palace of Transportation—579 by 614 feet; \$481,610.

Palace of Agriculture—579 by 639 feet; \$425,610.

Palace of Food Products—424 by 579 feet; \$342,551.

Palace of Education—394 by 526 feet; \$304,263.

Palace of Mines and Metallurgy—451 by 579 feet, \$359,445.

Classification of Exhibit Departments

THERE are eleven general departments of the exposition, as follows:

A. Fine Arts: Paintings and drawings, sculpture; loan collection.

B. Education: Elementary education, secondary education, higher education, special education in agriculture, special education in commerce and industry, education of the subnormal, physical training of the child and adult.

C. Social Economy: Agencies for the study and betterment and investigation of social and economic conditions, economic resources and organizations, demography, eugenics, hygiene, alcohol, drugs and tobacco, labor, co-operative institutions, banks, charities and corrections, legislation, nomination and election systems, public utilities and their regulation, municipal advancement, recreation.

D. Liberal Arts: Typography, books and publications, maps, manufacture of paper, photography, instruments of precision, philosophical apparatus, medicine and surgery, chemical and pharmaceutical arts, musical instruments, theatrical appliances and equipment, electrical methods of communication, civil and military engineering, architecture, architectural engineering, models, plans and designs for public works.

E. Manufactures and Varied Industries: Stationery, desk accessories, artists' materials, cutlery, silversmiths' and goldsmiths' ware, jewelry, clock and watch-making, ornamental productions in marble, bronze, cast- and wrought-iron, leather, stained



PALACE OF MANUFACTURES.

and mosaic glass, brushes, fine leather articles, fancy articles and basket work, articles for traveling and camping, india rubber and gutta percha industries, hunting equipment and products of hunting, fishing equipment and products of fishing, toys, permanent decorations and fixed furniture and utilities for buildings and dwellings, office and household furniture and utilities, mortuary monuments and undertakers' furnishings, hardware and woodenware, electro-thermal apparatus, insulating materials for electricity, paper hanging, carpets, tapestries and fabrics for upholstery, upholsterers decorations, ceramics, plumbing and sanitary materials, glass and crystal, apparatus for heating and ventilation, manufacture, distribution and uses of gas for light and fuel, apparatus and methods for lighting not otherwise classified, textile materials, spinning and rope making, equipment and process used in the manufacture of textile fabrics, equipment and process used in bleaching, dyeing, printing and finishing textiles in the various stages, equipment and process used in sewing and making wearing apparel, thread and fabrics of cotton, threads and fabrics of flax, hemp, etc., cordage, yarns and fabrics of animal fibres, silk and fabrics of silk, laces, embroidery

and trimmings, industries producing wearing apparel for men, women and children, furs, skins, fur clothing, leather boots and shoes, various industries connected with clothing, safety appliances.

F. Machinery: Steam generators and motors utilizing steam, accessory appliances, internal combustion motors, hydraulic motors, miscellaneous motors, general machinery and accessories, tools for shaping wood and metals, commutating apparatus, synchronous apparatus, stationary and induction apparatus, rotary induction apparatus, unipolar apparatus, rectifying apparatus, luminous apparatus, measuring, indicating and recording apparatus, apparatus for protection of electric apparatus and for control and distribution of electric energy, other than railway material, electrochemical apparatus.

G. Transportation: Carriages and wheelwrights' work, automobiles and cycles, saddlery and harness, railways, material and equipment used in mercantile marine, material and equipment of naval services, naval and military ordnance, aerial navigation, dirigibles, spherical balloons, military ballooning, aeroplanes, gases, motors, literature.



EAST FACADE, PALACE OF VARIED INDUSTRIES.

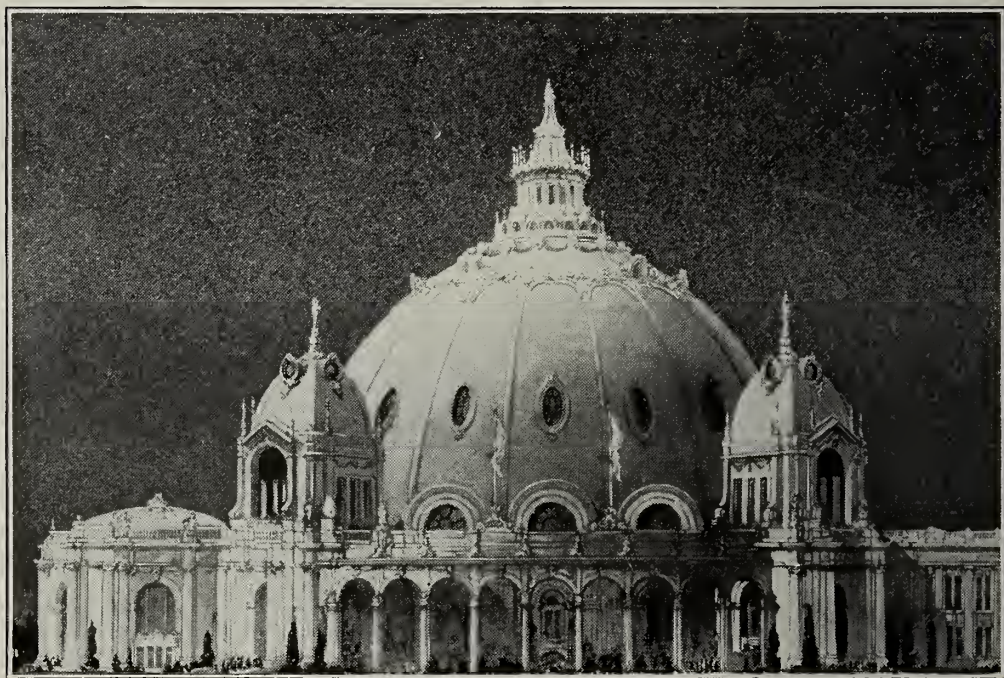
H. Agriculture: Farm equipment and methods of improving lands, agricultural implements and farm machinery, fertilizers, tobacco, appliances and methods used in agricultural industries, theory of agriculture and agricultural statistics, vegetable food products and agricultural seeds, appliances for gathering wild crops

and products obtained; animal food products, equipment and methods employed in the preparation of food and beverages; farinaceous products and their derivatives, bread and pastry, preserved meat, fish and vegetables, sugar and confectionery, condiments and relishes, nut and fruit foods, waters and unfermented fruit juices, wines and brandies, syrups and liquors, distilled spirits and commercial alcohol, fermented beverages, inedible agricultural products, useful insects and their products, injurious insects and plant disease, forestry, forest products.

I. Live Stock: Horses and mules, cattle, sheep, goats, swine, dogs, cats, pet stock, poultry and birds.

K. Horticulture: Appliances and methods of pomology, floriculture and arborculture, appliances and methods of viticulture, pomology, preserved, dried and pickled fruits, fruit culture, trees, shrubs, ornamental plants and flowers, seeds, bulbs, cuttings and plants for propagating, theory of horticulture and horticultural statistics.

L. Mines and Metallurgy: Working of mines, ore beds and stone quarries, minerals and stones and their utilization, mine models, maps, photographs, metallurgy, literature of mining and metallurgy.



FESTIVAL HALL.

A balancing or pendant building to the Palace of Horticulture and at the opposite end of the South Gardens is Festival Hall. Festival Hall has a seating capacity of three thousand persons, and is provided with a theater with the usual foyer arrangement,

as well as with the second largest pipe organ with the very latest improvements, which will revert to the city of San Francisco upon the conclusion of the exposition. There are numerous meeting rooms and assemblage rooms in the building. Festival Hall was erected at a cost of \$270,000 and has an area of 57,400 square feet.

Space Free.

No charge is made to exhibitors for space in any exhibit building.

State and Foreign Participation

GENERAL.

ABOUT forty foreign nations and forty-two States, Territories and possessions of the United States will be officially represented at the exposition and will have pavilions or buildings on the grounds. A large area west of the exhibit building division and east of the aviation field and drill grounds is reserved exclusively for these buildings.



THE PHILIPPINES PAVILION.

ARGENTINE.

The Argentine Republic has appropriated \$1,750,000 for its participation at the exposition—this sum being larger than that of any other nation—and a large part of it will be expended upon the pavilion which promises to be one of the handsomest on the grounds.

The style of construction of the pavilion is French Renaissance and the plans have been made in Buenos Aires. It will have within its walls, besides reception rooms, a small theater, where there will daily be held lectures with film pictures upon the various sections of the Argentine Republic.

Surrounding the theater will be exhibited various dioramas (revolving optical machine), which will show the natural beauties of that rich country and the importance of Buenos Aires.

There will also be installed in the Argentine pavilion a complete bureau of information, which will daily be at the service of the public, and be supplemented by a voluminous library.

Commissioner-General—Ingeniero don Horacio Anasagasti.

Secretary of the Commission—Mr. Alberto d'Alkaine.

Commissioner—Ingeniero Salvador Positano de Vincentiis.

Assistant—Ingeniero Marcelino Paz.

AUSTRALIA.

Australia's Pavilion is especially noted for its architectural beauty. It will be devoted to a comprehensive exemplification of methods of irrigation, stock-raising and farming and of the system of encouraging settlers which is practiced by that Government.



ARGENTINE PAVILION.

BOLIVIA.

The Bolivian Pavilion when completed will present the appearance of a typical South American structure, and surrounded as it will be by palms and tropical plants, will create the impression of a corner of Bolivia having been transplanted onto California soil.

CANADA.

Canada appropriated \$300,000 for its pavilion and \$300,000 for its other participation. The building is completed and is one of the most impressive on the grounds.

DENMARK.

Denmark will reproduce Kronborg Castle at Elsinore, the home of Hamlet. On either side of the main entrance will be reproductions of old tombstones, one that of King Gorn the Old, and the other of Queen Thyre, Denmark's "Mender."

CHINA.

Chinese workmen, admitted to the United States by special act of Congress, are rapidly completing a reproduction of a portion of the "Forbidden City," upon which a large part of China's \$750,000 appropriation for participation will be expended.



SOUTHWEST CORNER PALACE OF EDUCATION.

JAPAN.

Japan is constructing a typical Japanese tea garden, in the midst of which will be placed a pavilion in which not a nail has been used. Trees, plants, and even stones were all transported from Japan to erect the pavilion and garden.

CUBA.

Cuba's pavilion will be of the Spanish-American type of architecture, two stories in height, with a tower at one corner.

HOLLAND.

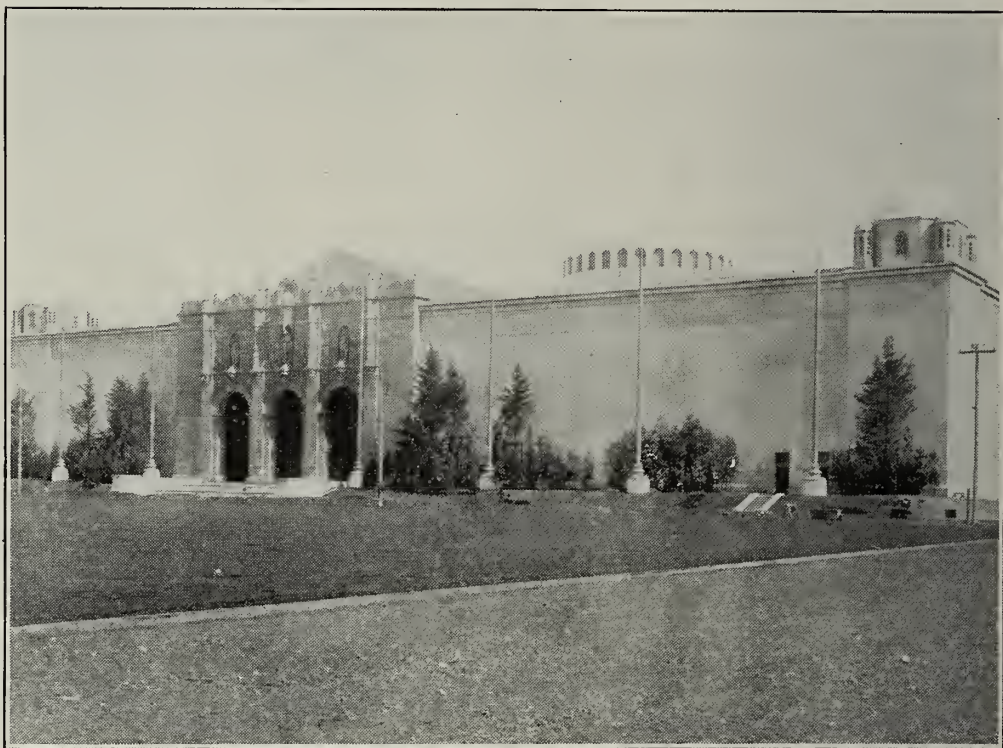
The Netherlands are constructing an old Dutch residence modelled after one of the historic manor-houses of Holland.

HONDURAS.

Honduras had the distinction of being the first nation to complete its pavilion at the exposition. A small building of exceptional beauty has been erected on the southern flank of the State and Foreign Pavilion area.

SWEDEN.

The Swedish Pavilion is representative of the Scandinavian type of architecture and is now practically completed.



PALACE OF FOOD PRODUCTS.

NEW ZEALAND.

New Zealand is rushing its pavilion to completion. The Dominion will have an exceptionally fine and representative collection of exhibits assembled therein.

TURKEY.

The Ottoman Empire will erect a typical Turkish pavilion, surmounted by domes and minarets. It will cost when completed \$300,000.

PHILIPPINE ISLANDS.

The Philippine Islands' Pavilion is Spanish colonial in style, triangular in shape, with a huge patio in the center.

HAWAII.

The Hawaiian Pavilion is located at the edge of the lagoon of the Palace of Fine Arts and is sequestered in the midst of low-hanging trees. The building is in the form of a cross and at the intersection of the two arms is a rotunda.

CALIFORNIA.

The California Host building, representing when completed and furnished, with the display that is to be installed, an expenditure of more than \$2,000,000, is the largest State building ever erected at any exposition in history. It is built after the old Spanish Mission style and covers five acres. In the patios, about which the



LOOKING NORTH ON THE AVENUE OF PROGRESS.

building is constructed, fountains will play and flowers will bloom. A statue of Junipero Serra, father of the missions, stands in the center of the north facade of the forecourt, extending a silent welcome.

The building is erected close to the water's edge on the shore of the Bay of San Francisco, just within the Golden Gate; and here California, hostess to the world, will receive her guests and with them enjoy the display that the fifty-eight counties prepare.

IDAHO.

Idaho was the first of the States to complete its building, and the handsome structure stands on the shore of the bay, ready to receive the residents of that State when they visit the Exposition.

INDIANA.

Indiana will have a home-like "Hoosier" residence with a library of more than 15,000 volumes, all written by Indiana authors.

KANSAS.

The Kansas Building is planned on the old colonial lines, and is being constructed by San Francisco contractors at a cost of \$25,000. ton.



OREGON BUILDING.

MASSACHUSETTS.

The Massachusetts Building is a reproduction of a portion of the famous State House at Boston.

MONTANA.

The Montana Building is of the Graeco-Roman type of architecture and is nearing completion.

NEVADA.

The Nevada Building is of the French Renaissance type of architecture and was designed by F. J. De Longchamps of Carson City.

NEW YORK.

The New York State Building is beautiful and impressive. Classic in design, it is four stories in height and will be noted for its interior decorations.

NEW JERSEY.

The New Jersey Building is a careful reproduction of Washington's famous headquarters—the Trenton Barracks.

OHIO.

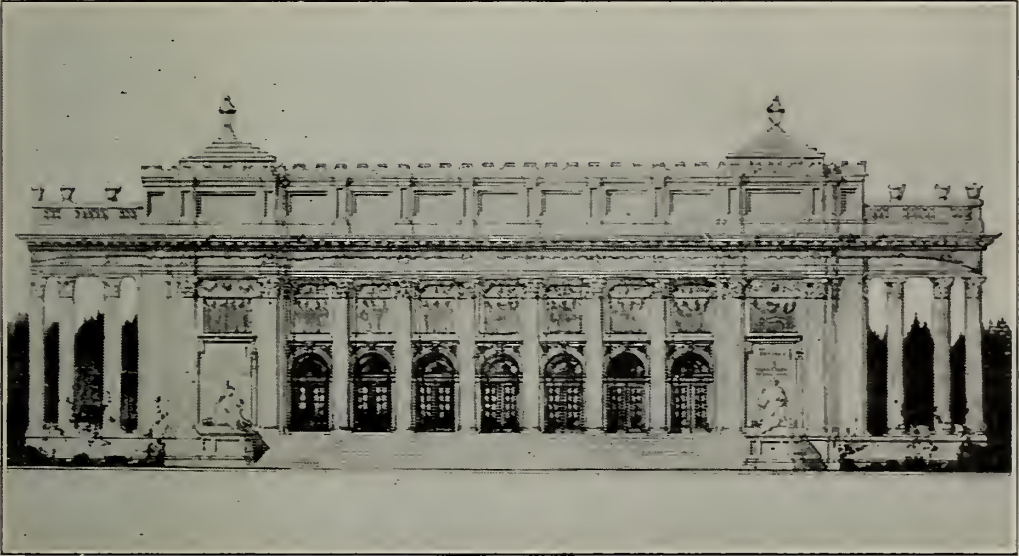
Ohio is now reproducing the State Capitol of Columbus in the plan of its pavilion.

OREGON.

Oregon has reproduced the Parthenon of Rome, using giant Oregon logs as pillars instead of marble columns.

VIRGINIA.

The "Mother State of Presidents" will recall United States history by reproducing Mount Vernon, the home of George Washing-



NEVADA BUILDING.

WASHINGTON.

The Washington Building is of the French Renaissance period of architecture, designed by A. F. Heide, architect, of San Francisco. It will be completed months before the opening of the exposition and will be one of the handsomest buildings on the grounds.

WEST VIRGINIA.

West Virginia is to be represented by a building which will remind one of the famous old colonial mansions. A nine-foot fireplace in the reception-room will be a feature of the interior decoration.

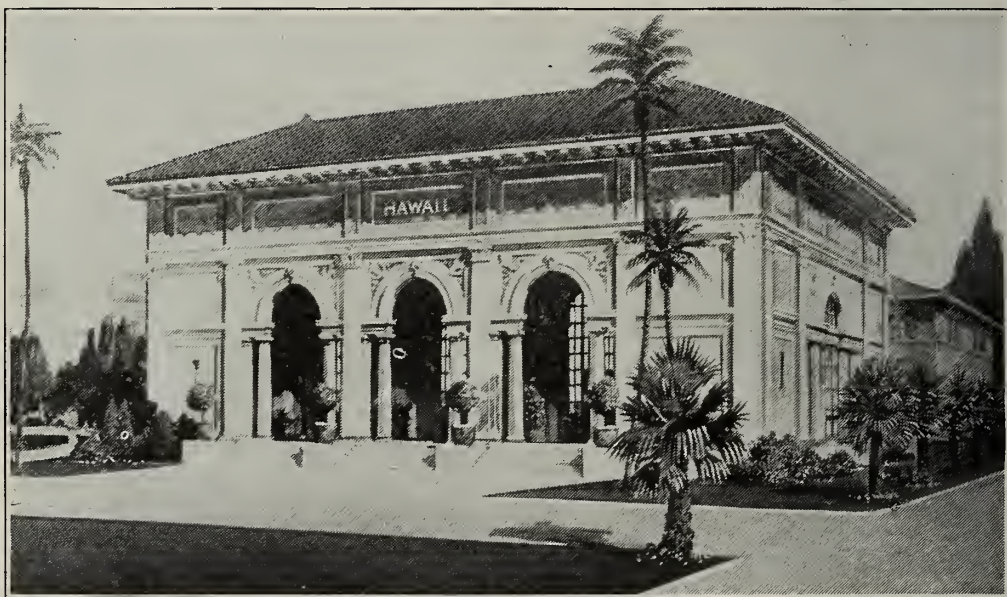
OTHER STATE BUILDINGS.

Plans for buildings by Kentucky, Tennessee, South Carolina, Georgia, Alabama, Florida, Mississippi, Louisiana, Texas, Arkansas, Oklahoma, Wisconsin, Utah, Colorado, Iowa, Missouri, Nebraska, North Dakota, Minnesota and Michigan are, at the time of publication, in preparation.

GOVERNMENT EXHIBITS.

The exhibit of the United States Government at the Panama-Pacific International Exposition has been divided into sixteen grand divisions or sections, representing all of the executive departments, except one, and seven independent offices and commissions. The departments to be represented by exhibits are State, Treasury, War, Postoffice, Navy, Interior, Agriculture, Commerce and Labor, and the other divisions comprise the Civil Service Commission, the Isthmian Canal Commission, the Library of Congress, Smithsonian Institution, the Commission of Fine Arts, the Government Printing Office and the American Red Cross.

Every possible advantage in the location of the exposition ground will be taken by the Government to add to the interest of the Federal exhibit. Permission may be secured to visit the many forts around the bay and the battleship fleet which will be anchored off



HAWAIIAN PAVILION

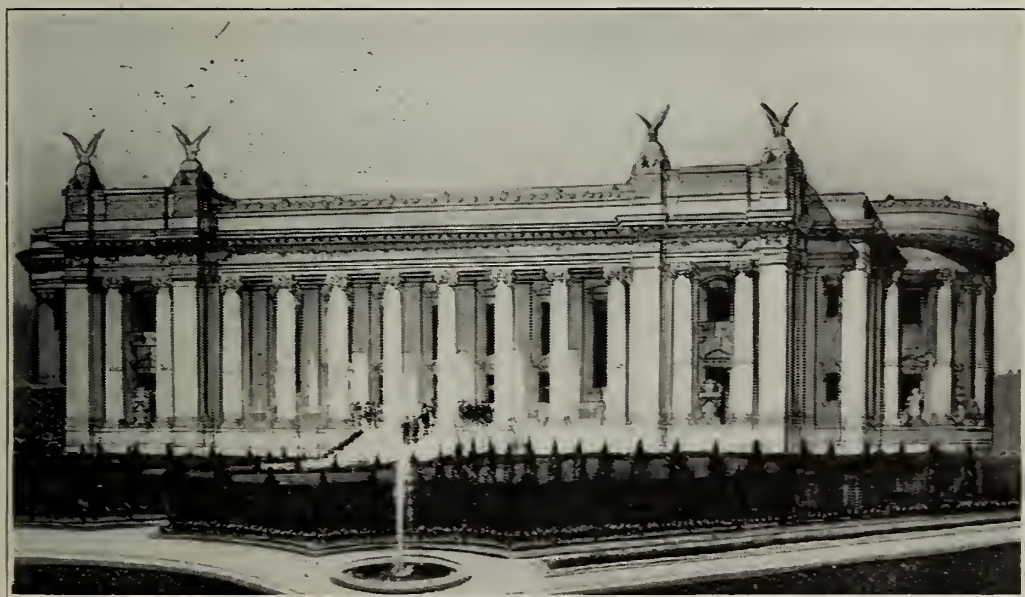
the exposition site. An exhibition drill by the United States Life Saving crew will be given daily at the station on the exposition grounds.

The Zone

SIXTY-FIVE acres in the eastern part of the exposition have been reserved for the Zone—the amusement or concessions district. More than \$12,000,000 is being expended upon the construction of the most elaborate amusement features ever conceived. One hundred of the principal ones will alone cost more than \$8,000,000. Specifically the word “Zone” is used to designate only the 3,000-foot long main avenue.

Among a few of the important concessions already under construction are: “Japan Beautiful,” “The Grand Canyon,” a splendid

spectacle to be presented by the Santa Fe Railway; "The Panama Canal," a working model of the great canal at Panama; a reproduction of naval submarines under water; Frederick Thompson's "Toyland" (grown-up); the evolution of the dreadnaught, showing the development of fighting craft from the early galleys to the modern dreadnaught; "Creation," based on the first chapter of Genesis; a reproduction of the world-famous city of Nuremberg; an ice palace in which international skating and hockey matches will be held; an "Oriental Village"; "Forty-Nine Camp," depicting the early life of California; "Cyclorama Battle of Gettysburg"; "Mohammed's Mountain"; the "Aeroscope"; a great "Chinese City"; a reproduction of the famous "Yellowstone Park" by the Union Pacific Railway System; "Infant Incubators," demonstrating the preservation of the lives of premature and weakly born infants; "The Dayton Flood," showing the city before, during and after the disaster; etc.



WASHINGTON BUILDING

The Exposition Street of Amusements will be a living color page of the world, with attractions drawn from the ends of the earth.

Bureau of Conventions and Societies

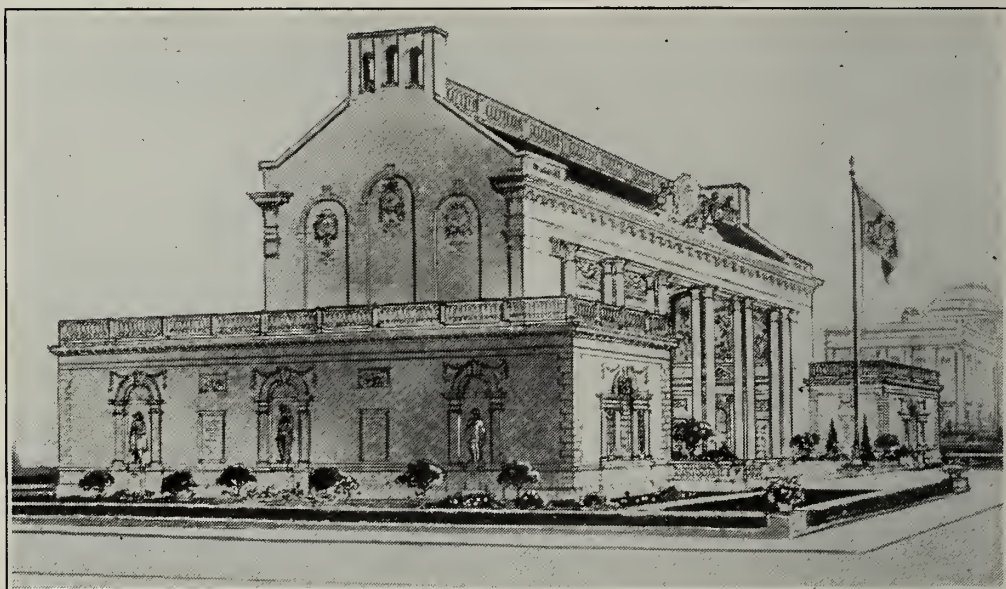
THE exposition has organized a "Bureau of Conventions and Societies" to have charge of all arrangements for conventions and congresses to meet in San Francisco in 1915. This work² will be under the following general heads:

1. National and International gatherings held under the auspices of particular societies.
2. Learned societies.
3. Conventions.
4. Information as to hotels, transportation routes and rates, as well as places of interest throughout the Pacific Coast.

The Bureau will furnish full and accurate information regarding hotel rates and facilities, halls, transportation routes and rates, and such other information as may be desired by organizations planning to meet in San Francisco in 1915.

THE "GROUPING" PLAN.

With the hearty co-operation of the societies interested, the Bureau of Conventions and Societies is grouping organizations with related interests so that all such congresses and conventions may meet in or near San Francisco in 1915, within a period extending over from one to three weeks. Among the periods already tentatively or finally established are those concerned with education, science, history, economics, genealogy, social service, engineering,



PENNSYLVANIA BUILDING

press, insurance, dentistry, medicine and hygiene, city planning, gas, agriculture, etc. In some cases these related organizations will unite during the week following their meetings in a great Congress or Conference.

ADVANCE SURVEY OF EXHIBITS.

A recognized weakness at most expositions held in the past has been that members of congresses and conferences have received no advance information in definite organized form, concerning the exhibits illustrating their respective lines of interest. At the suggestion of the Bureau of Conventions and Societies many educational, scientific and technical congresses and conferences meeting in San Francisco in 1915 will have committees of members, in all cases recognized experts, make a survey of the exhibits shortly after the exposition opens in February, 1915. This survey, listing exhibits in which their members will be especially interested, will

be issued as a printed outline by these associations, and mailed to their members from two to four months in advance of the dates selected for such congresses and conferences. These outlines will be illustrated with maps showing how the various exposition entrances may be conveniently reached from the hotel district and how the exhibits listed may be located on the grounds and in the various exhibit palaces. In many instances papers presented before various associations will be based in part on exhibits. Under this plan the exposition is regarded as a working laboratory in its relation to congresses and conferences. In this way it is hoped that the exposition, both through congresses and exhibits, may have a definite message to all lines of educational, scientific and industrial thought.



CUBA PAVILION

A SUMMARY.

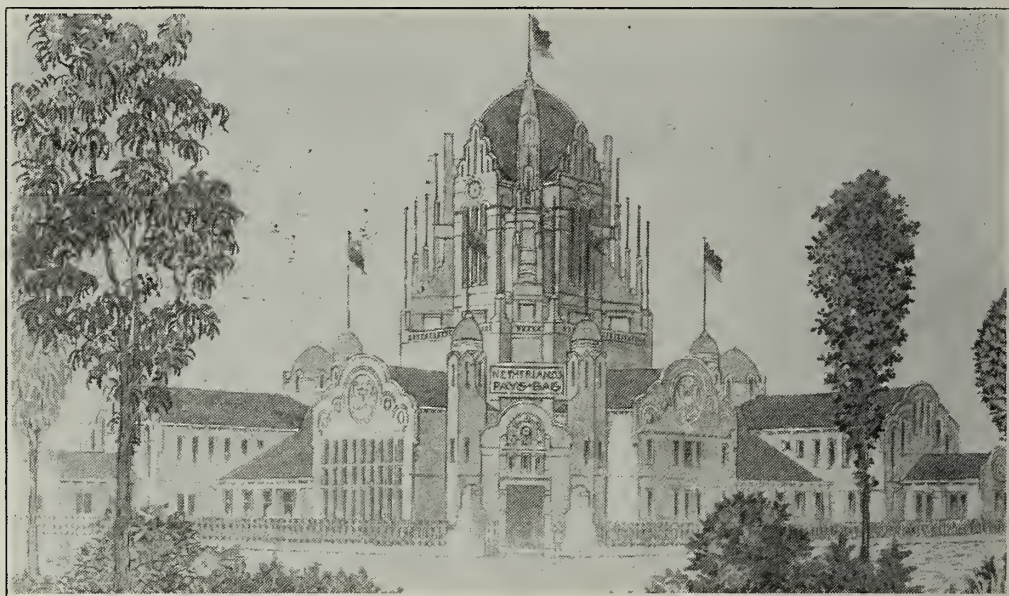
Practically all of the national and international organizations of the world have been invited to hold regular or special meetings, or to send delegations to San Francisco to participate in the activities of the exposition. The following brief summary will give an idea of the character of the congresses, conferences and conventions already scheduled for San Francisco or nearby points in 1915:

Agricultural	31
Business	30
Educational	32
Fraternal	38
Genealogical	10
College Fraternities	40
Governmental, Civic and Political	20

Historical	1
Industrial	12
Labor	14
Professional	21
Religious	15
Scientific	24
Social and Charitable	12

Total	300
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The congresses and conventions already scheduled represent an attendance of from about 200 to 40,000 each. As these gatherings will be in session from three to twelve days each, there is even at this early date an average of about four conventions per day for the 288 days of the exposition period from February 20 to De-



NETHERLANDS PAVILION.

cember 4, 1915. It seems certain that a considerable number of additional conferences and conventions will be secured during the coming year.

Organization of the Exposition

THE organization of the exposition was made up in the manner following:

At a mass meeting of the citizens of San Francisco a committee of five was chosen, which committee in turn selected from the citizens at large a committee of two hundred called a Ways and Means Committee. This committee was carefully chosen to represent all interests, creeds and classes.

The Ways and Means Committee appointed a committee of three which chose, from the Committee of two hundred, thirty directors as follows:

John Barneson, W. S. Bourne, M. J. Brandenstein, Frank L. Brown, John A. Britton, P. T. Clay, William H. Crocker, J. H. Crothers, Andrew M. Davis, Charles de Young, M. H. de Young, Alfred I. Esberg, Charles S. Fee, Henry F. Fortmann, A.W. Foster, R. B. Hale, I. W. Hellman, Jr., S. Fred Hogue, Homer S. King, James McNab, P. H. McCarthy, Charles C. Moore, Thornwell Mul- lally, Dent H. Robert, James Rolph, Jr., A. W. Scott, Jr., Henry T. Scott, Louis Sloss and R. J. Taussig.

The Board of Directors completed the work of organization by choosing a President, Vice-Presidents, Treasurer and Secretary.

The President, Vice-Presidents, Treasurer and Secretary and the Board of Directors serve without compensation.



INDIANA BUILDING.

ADMINISTRATIVE OFFICIALS.

PresidentCharles C. Moore

Vice-Presidents—

William H. Crocker, R. B. Hale, I. W. Hellman, Jr.,
M. H. de Young, Leon Sloss, James Rolph, Jr.

SecretaryRudolph J. Taussig

TreasurerA. W. Foster

Solicitor GeneralCurtis H. Lindley

General AttorneyFrank S. Brittain

Executive SecretaryJoseph M. Cumming

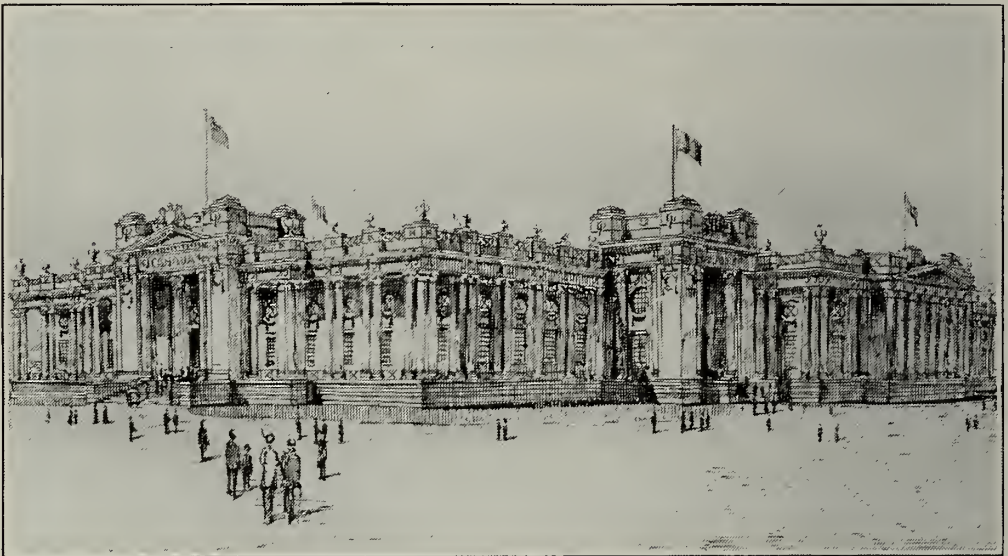
ComptrollerRodney S. Durkee

EXECUTIVE STAFF.

The entire executive work of the exposition is entrusted to the President, the Director in Chief and the Directors of the four executive divisions.

Director in Chief.....Dr. Frederick J. V. Skiff
Director, Division of Exhibits....Capt. Asher Carter Baker
Director, Division of Works.....Harris D. H. Connick
Director, Division of Exploitation...George Hough Perry
Director, Division of Concessions and Admissions.....
..... Frank Burt

Each division director subdivides the work of his division among various departments and these in turn are subdivided into bureaus and sections.



CANADIAN PAVILION.

CHIEFS OF DEPARTMENTS.

W. D. Egilbert.....Commissioner California Building
Hollis E. Cooley.....Chief, Department Special Events
Louis Levy.....Ass't Chief, Department Special Events
A. M. MortensenTraffic Manager
J. A. BarrDirector of Congresses
Dr. George W. StewartMusical Director
W. L. Hathaway
.....Commissioner, World's Insurance Congress Events
Thomas M. Moore
General Commissioner, Eastern Headquarters, New York

DIVISION OF EXHIBITS.

DirectorCapt. Asher Carter Baker
Fine ArtsJ. E. D. Trask
Education and Social Economy.....Alvin E. Pope
Liberal ArtsTheodore Hardee

Manufactures and Varied Industries.....Chas H. Green
 MachineryLieut. G. W. Danforth
 TransportationCaptain A. C. Baker
 AgricultureT. G. Stallsmith
 Live StockD. O. Lively
 HorticultureG. A. Dennison
 Mines and MetallurgyChas. E. van Barneveld

DIVISION OF WORKS.

DirectorHarris D. H. Connick
 A. H. MarkwartAssistant Director of Works
 Guy L. Bayley, Chief, Department of Mechanical and Elec-
 trical Engineering.
 E. E. Carpenter....Chief, Department of Civil Engineering



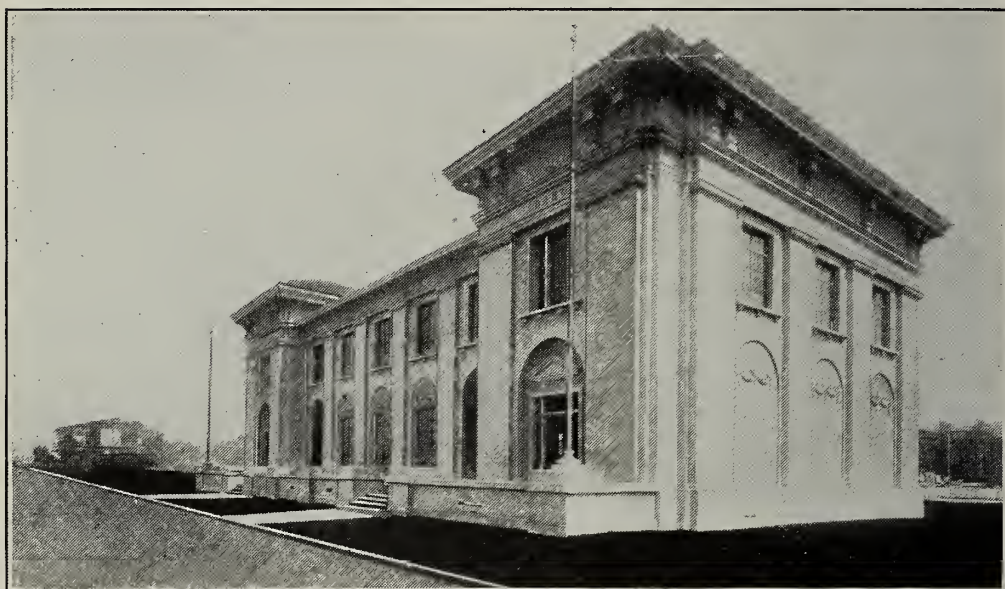
TURKISH PAVILION.

Karl BitterChief, Department of Sculpture
 A. Stirling Calder..Acting Chief, Department of Sculpture
 Jules Guerin...Chief, Department of Color and Decoration
 John McLaren., Chief, Department of Landscape Gardening
 George W. Kelham.....Chief of Architecture
 H. D. DewellChief Structural Engineer
 William Waters Superintendent of Building Construction
 Shirley BakerEngineer of Construction
 Wm. H. Johnson
 Engineer of Water Supply and Fire Protection
 Donald McLaren
 ..Assistant Chief of Department of Landscape Gardening
 W. D'A. Ryan.....Chief Illuminating Engineer
 P. E. Danivelle
 Supervisor of Architectural Modeling and Texture

Dr. J. D. Long.....Chief of Hygiene and Sanitation
 Dr. R. M. Woodward.....Chief of Medical Bureau
 L. F. Leurey
Assistant Chief Mechanical and Electrical Engineer
 Major Sidney A. Cloman..Commandant Exposition Guards

DIVISION OF EXPLOITATION.

DirectorGeorge Hough Perry
 Chief, Department of Domestic Participation.....
Colvin B. Brown
 Secretary for Domestic Participation...Edmund C. Conroy
 EditorHamilton M. Wright
 Superintendent of Writers' Section.....Arthur H. Dutton
 Manager Bureau of ToursClyde L. Peck
 Manager Bureau of PublicationNolan Davis
 Manager Bureau of RecordsFranklyn Pierce



IDAHO BUILDING.

DIVISION OF CONCESSIONS AND ADMISSIONS.

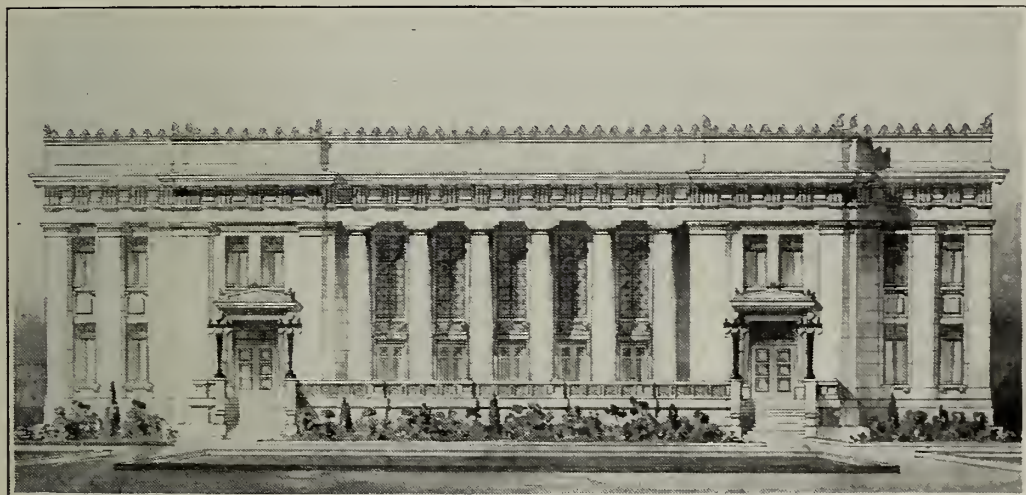
DirectorFrank Burt
 Chief, Department of Concessions.....J. J. Bryan

STATE COMMISSION.

The Panama-Pacific International Exposition Commission of the State of California was appointed on February 19, 1911, to have charge and control of the five-million-dollar fund raised in accordance with the constitutional amendment. The members of the commission are as follows: Governor Hiram W. Johnson; Matt I. Sullivan, President, San Francisco; Arthur Arlett, Berkeley; Chester H. Rowell, Fresno, and Marshall Stimson, Los Angeles; Secretary, Florence J. O'Brien; Controller of Commission, Leo S. Robinson.

WOMAN'S BOARD.

The work of the women of the State in connection with the exposition has crystallized in the Woman's Board, which is a sub-committee of the exposition. Officials of the Woman's Board: Honorary President, Mrs. Phoebe A. Hearst; President, Mrs. Frederick G. Sanborn; Honorary Vice-Presidents—Mrs. John C. Bidwell, Mrs. Caroline Severance, Mrs. Irving M. Scott, Mrs. William H. Crocker, Mrs. John F. Swift, Mrs. Louis Sloss, Mrs. Emma Shafter Howard, Mrs. Bertha d'A. Welch, Mrs. Mary C. Kincaid, Mrs. L. B. Moore; Vice-Presidents—Mrs. Lovell White, Mrs. I. Lowenberg, Mrs. William Hinckley Taylor, Mrs. John F. Merrill, Mrs. Frank L. Brown; Secretary, Mrs. Gaillard Stoney; Treasurer, Mrs. Philip E. Bowles; Assistant Treasurer, Mrs. Edwin R. Diamond; Auditor, Mrs. Charles W. Slack; Assistant in Department of Fine Arts, Mrs. Francis Carolan; Assistant in Department of Manufactures, Mrs. Philip E. Bowles; Assistant in Division of Exploita-



OHIO BUILDING, NORTH ELEVATION.

tion, Mrs. Ernest S. Simpson; Assistant in Department of Live Stock, Mrs. William Grant.

WOMAN'S STATE ORGANIZATION.

The Woman's Board is forming auxiliaries in every county in the State, giving the women of the State an active association with the exposition.

Classified Exposition Information

TRANSPORTATION TO THE GROUNDS.

The exposition site is served by three lines of trolley cars. It is accessible by motor car over broad asphalt streets and one or more lines of motor busses are projected. Being on the shores of the bay, ferry-boats from any of the bay cities can land passengers

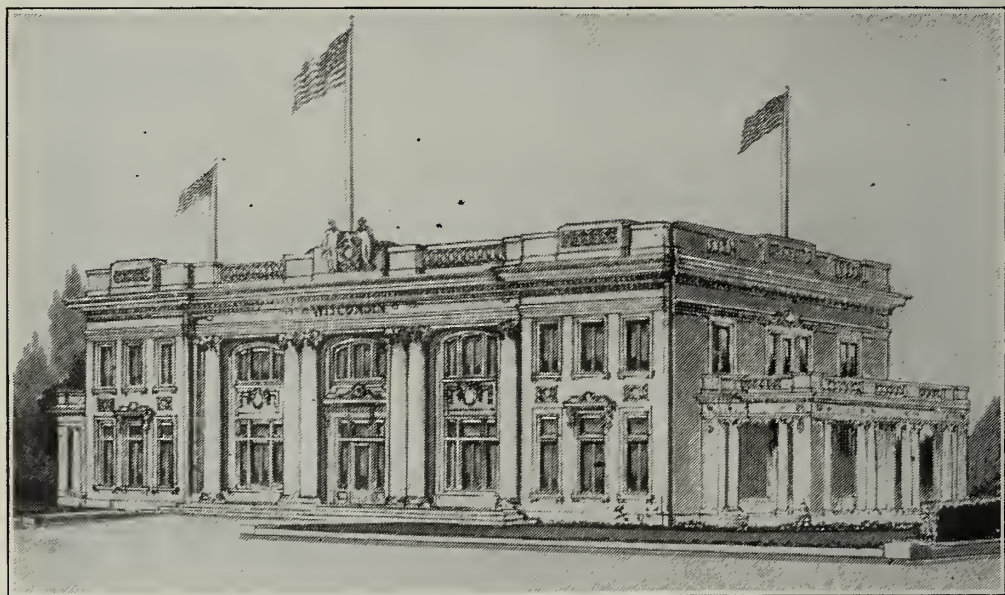
directly on the grounds through the ferry slips provided for that purpose. Speaking broadly, it can be reached by any resident of San Francisco at a five-cent fare and within twenty minutes at the outside, and by the resident of any of the bay cities direct by ferry at a fare which will probably be ten cents. No previous exposition has ever enjoyed these natural advantages.

BAZAAR CHARGES.

All bazaars and concessions within the gates of the Exposition will be under the direct control of the exposition and visitors will be fully protected against extortion.

BOARD AND LODGING INFORMATION.

The exposition has organized an efficient "Bureau of Information and Public Service," which all visitors are invited to use freely. No charge will be made for any service rendered.



WISCONSIN BUILDING.

CAMERAS AND KODAKS.

A charge of twenty-five cents will be made for taking a camera or kodak into the grounds.

CLOTHING—IMPORTANT.

Visitors to San Francisco from Eastern, Middle Western and Southern States should note that the temperature of San Francisco practically the year around is about that of middle April or early May in New York, London or Chicago. Do not come clad for a hot Eastern summer. Light overcoats and wraps are always in demand in the evening. From April to November umbrellas may safely be left at home.

FIRE PROTECTION.

The exposition has organized a fully equipped fire department, with all necessary fire-fighting apparatus. San Francisco's noted high-pressure water system has been installed and protects all parts of the exposition grounds. Three perfectly equipped engine-houses are used by the fire department. The exhibit buildings are further protected by concrete fire walls on the sides facing the courts, and by the installation of an automatic sprinkling system inside. Call boxes and telegraph signals are situated at frequent intervals, and the firemen, by constant and repeated drills, have become thoroughly familiar with the location of each one.

GUIDES.

Competent guides will be provided and their services may be obtained at a stipulated sum per hour.



KANSAS BUILDING.

LIFE-SAVING SERVICE.

The United States Life-Saving Service will hold regular drills from the permanent station at the western end of the exposition grounds.

LOST CHILDREN.

By means of a carefully worked-out system the exposition guards will be able to locate and bring together separated parents and children rapidly and without confusion. More than 800 efficient guards will be on duty.

LOST PROPERTY.

A "Lost and Found Bureau" will be established and through this medium permanent losses will be reduced to a minimum number.

MEDICAL ASSISTANCE.

An emergency hospital is located in the Service Building and is equipped with a full corps of surgeons and nurses, attendants and all the latest appliances known to medical science.

PARCELS AND PACKAGES.

Parcels and packages may, if the visitor so desires, be checked at any of the stations located at the gates and entrances to buildings. A small charge will be made for this service.

POST OFFICE.

A model post office will be operated on the grounds by the United States Government. Branches will also be maintained at various points on the grounds.



ILLINOIS BUILDING.

PRESS BUILDING.

A Press Building will be located near the Fillmore Street gate and is intended as a clubhouse and working headquarters for visiting newspaper men.

ROADS AT THE FAIR.

A total area of 4,000,000 square feet of roads has been constructed and every effort has been made to provide a pavement substance which would be least tiring to pedestrians. In color the roads conform to the general color scheme.

TELEPHONES.

Telephones will be located at convenient points on the grounds and in all the exhibit palaces.

TELEGRAPH STATIONS.

The Western Union and Postal Telegraph Companies will have fully equipped stations located on the grounds.

SMOKING.

Smoking will be prohibited in the buildings, but will be permitted elsewhere on the grounds. During the pre-exposition period which ends February 20, 1915, smoking is permitted only within certain specified enclosures.

TICKET OFFICES.

The principal railroads and steamship lines will have working offices on the grounds, where tickets may be validated, reservations made, etc.



MONTANA BUILDING.

LAVATORIES.

Lavatories will be provided in all of the buildings and at convenient points on the grounds. A large number of these will be free of charge to the visitor.

MUSIC.

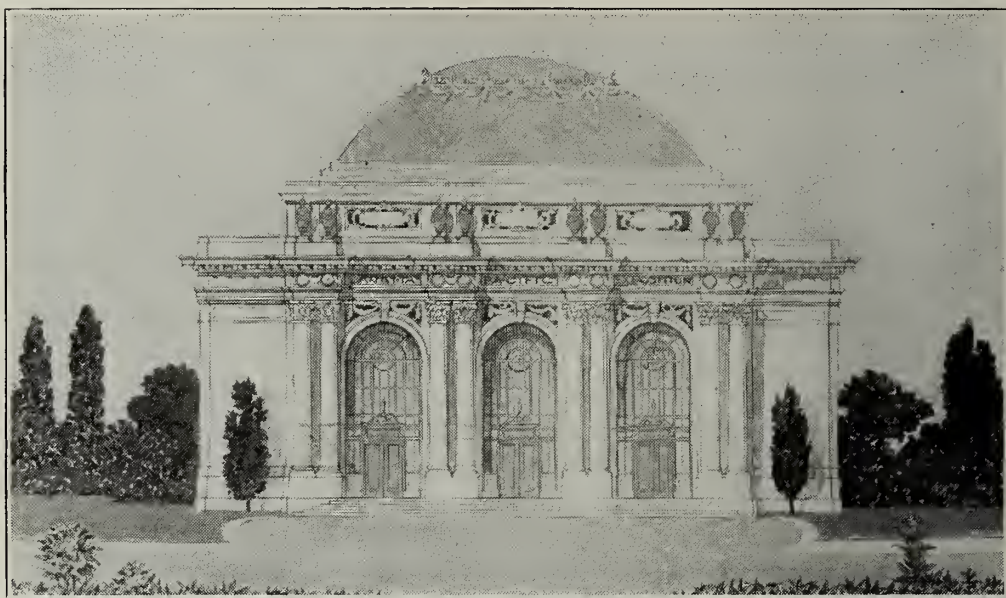
The music at the exposition will consist of concerts by the greatest military bands of the world and by the exposition orchestra of eighty members, under conductors of international fame; of concerts by leading musical organizations of the United States and Canada; of organ recitals by the world's greatest organists and of miscellaneous concerts, recitals, festivals and tournaments by visiting organizations of many kinds.

MILITARY.

The famous forts which guard the Bay of San Francisco will be thrown open to the public during the period of the exposition, and daily target practice will be held with the big coast defense guns. Three regiments of United States troops will be stationed at the Presidio, which adjoins the exposition. Military tournaments will be held on the grounds in which troops of the National Guard of the various States, military organizations and cadets will participate.

RATES.

Special rates to San Francisco from any part of the United States have been made by all of the railroad lines and these are the lowest in the history of expositions. The exposition has arranged with



GUATEMALA PAVILION.

other without additional charge. Practically all of the railroads have agreed to permit an unlimited number of stopovers. the railroads that a visitor may go on one line and return on an-

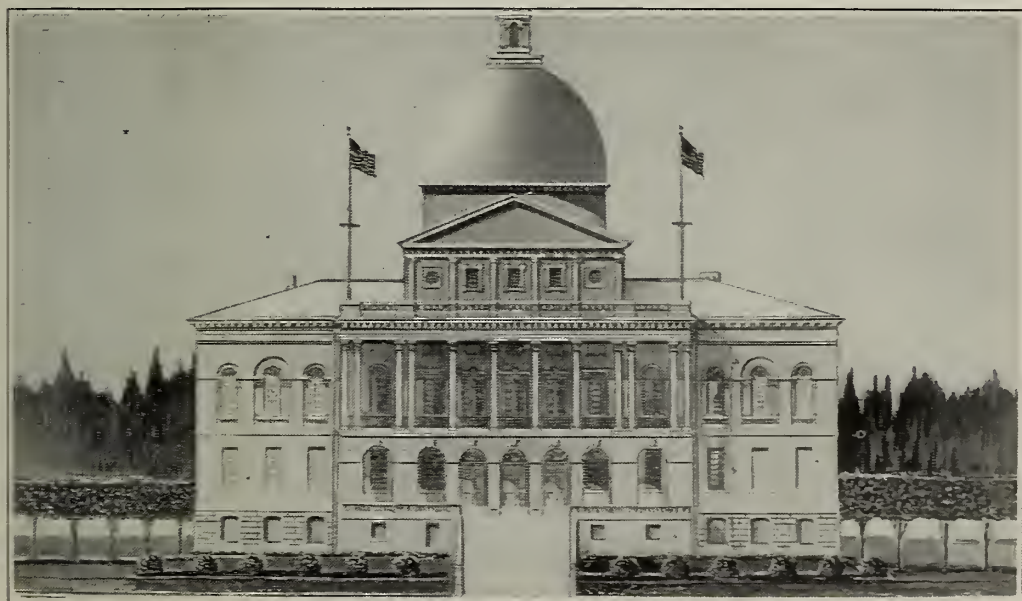
HOTEL ACCOMMODATIONS.

San Francisco will provide ample hotel accommodations in 1915 and at reasonable rates. A census recently completed by the San Francisco Chamber of Commerce shows 2,023 hotels and apartment and rooming houses in the city. Besides the hotel dining-rooms and grills, the census shows 767 restaurants and cafes. Of the hotels more than 90 per cent are new, with such modern conveniences in every room as the telephone, hot and cold water, steam heat and electric lights. New York is the only American city with greater accommodations for conventions and visitors. Within a

half hour from San Francisco by ferry and electric cars are the cities of Oakland, Alameda and Berkeley, where accommodations can be provided for fully 50,000 additional people. On the grounds of the exposition will be erected a huge hotel—The Inside Inn—which will provide accommodations for more than 2,000 people. See extended notice of this hotel on other pages.

DELIVERY AND INSTALLATION OF EXHIBITS.

The delivery and installation of exhibits has been made a special study by the exposition management. Exhibits of every character from any part of the world may be landed directly at the special docks on the exposition grounds. The same facilities will be offered in the case of railway shipments, which will enable cars to be lightered direct from the various tide-water terminals of the railroads to the exposition. Furthermore, there are twelve miles of



MASSACHUSETTS BUILDING.

railroad tracks of standard gauge reaching every part of the grounds and passing through every exposition exhibit building.

CONSIGNMENT OF EXHIBITS.

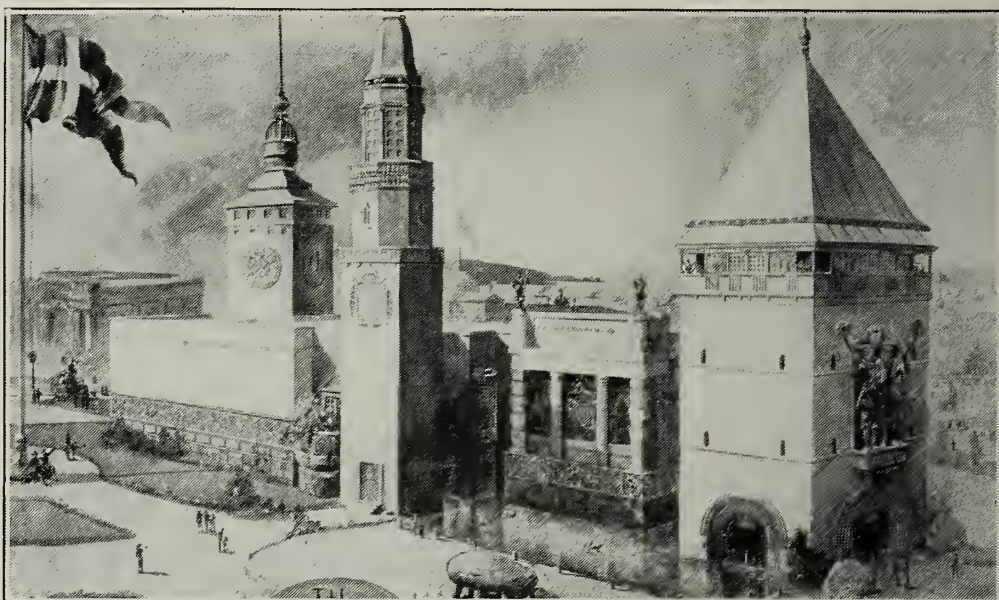
Exhibits may be consigned directly to the allotted space through a terminal company, which is incorporated within the exposition company for receiving and transferring exhibits. By consigning exhibits to the President of the exposition, the exhibitor may have them handled by this company and be spared the annoyance of numerous small charges incident to transferring material.

CUSTOMS REGULATIONS.

A special act was passed by Congress to facilitate the admission of exhibits into the United States. It follows:

An Act providing for the free importation of articles intended for foreign buildings and exhibits at the Panama-Pacific International Exposition, and for the protection of foreign exhibitors.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That all articles that shall be imported from foreign countries for the purpose of exhibition, and articles and materials imported solely for use in constructing, installing and maintaining foreign buildings and exhibits at the Panama-Pacific International Exposition upon which there shall be a tariff or customs duty shall be admitted free of the payment of duty, customs fees or charges, under such regulations as the Secretary of the Treasury shall prescribe; but it shall be lawful at any time during the exposition to sell for delivery at the



DENMARK PAVILION.

discretion of the Exposition Company any goods or property imported for and actually on exhibition in the exposition buildings or grounds, subject to such regulations for the security of the revenue and for the collection of import duties as the Secretary of the Treasury may prescribe; provided, That all such articles when sold or withdrawn for consumption or use in the United States shall be subject to the duty, if any, imposed upon such articles by the revenue laws in force at the date of withdrawal; and on such articles as shall have suffered diminution or deterioration from incidental handling and necessary exposure, the duty, if paid, shall be assessed according to the appraised value at the time of withdrawal for consumption or use, and the penalties prescribed by law shall be enforced against any person guilty of illegal sale, use or withdrawal.

Special Events

THE following is a partial list of the special events of the exposition:

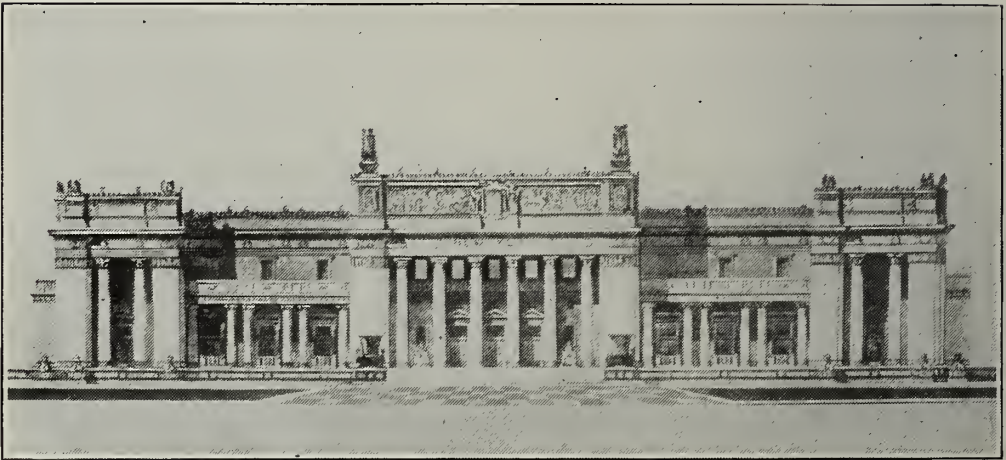
- Feb. 20. Grand Opening of the Panama-Pacific International Exposition.
22. Vanderbilt Cup Race.
Washington's Birthday.
Basketball (National).
27. Longfellow's Day.
- Mar. 6. Grand Prix Automobile Race
13. Panama-Pacific International Exposition Automobile Cup Race.
15. Polo Meet (continues for six weeks).
17. St. Patrick's Day.



NORTH DAKOTA BUILDING.

19. Utah Irrigation Day.
21. Orange Day.
23. Salem Day.
26. Gymnastics (National).
27. Gymnastics (National).
29. Wrestling (Championship of P. A.).
- Apr. 5. International Yachting Regatta (continues to April 24th).
7. Ohio Day.
8. Aviation Day.
9. Minneapolis Day.
International Track and Field (P. C. championship).
10. International Track and Field (P. C. championship).
14. Virginia Day.
15. Wrestling (National).
17. Wrestling (National).

- Apr. 18. Insurance Day.
Aviation Day.
21. Texas Day.
22. Boxing (championship of P. A.).
23. Connecticut Day.
Boxing (championship of P. A.).
24. Boxing (championship of P. A.).
26. Fencing (National).
27. Fencing (National).
28. Fencing (National).
29. Fencing (National).
30. Fencing (National).
- May 1. May Day Celebration.
Public School Day (City Events).
Military Tournament (International).
2. Public School Day (City Events).



NEW YORK BUILDING.

- Military Tournament (International).
3. Military Tournament (International).
4. Military Tournament (International).
5. B'nai B'rith Day.
Boxing (International).
Military Tournament (International).
6. Boxing (International).
Foresters of America Day (Grand Court).
Military Tournament (International).
7. Boxing (International).
Military Tournament (International).
8. Boxing (International).
9. Military Tournament (International).
10. California Grays' Day.
Military Tournament (International).
11. Parochial Schools' Day (City Events).

- May 12. Parochial Schools' Day (City Events).
 16. Druids' Day.
 20. National Congress of Mothers.
 Parent Teachers' Association Day.
 North Carolina Day.
 24. Empire Day.
- June 1. Military Tournament.
 2. Military Tournament.
 3. Military Tournament.
 5 to 11 (inclusive). Denmark Week.
 6. Public Schools' Athletic League (Interscholastic), championship Nat.
 7. Same.
 8. Same.
 9. Same.
 10. Reading Day.



NEW JERSEY BUILDING.

- Catholic Day.
 Public Schools' Athletic League (Interscholastic), championship Nat.
11. Same.
 Hawaiian Day.
 Last day of Denmark Week.
12. Public Schools' Athletic League (Interscholastic), championship Nat.
 13. Same.
 14. Same.
 Flag Day.
 Tennis Tournament (P. C. championship).
15. Harness Meet (cover eleven days).
 Public Schools' Athletic League (Interscholastic), championship Nat.
 Tennis Tournament (P. C. championship).

- June 16. Tennis Tournament (P. C. Championship).
Portland Rose Day.
17. Boston Day.
Bunker Hill Day.
National Conference on Weights' and Measures' Day.
Friends of the Pacific Day.
Tennis Tournament (P. C. championship).
18. United Swedish Singers of the Pacific Coast.
Druids' Day.
Tennis Tournament (P. C. Championship).
19. Druids' Day.
Tennis Day.
21. Military Tournament.
22. Military Tournament.
23. Military Tournament.
Swedish Day.
30. Special Day for the Blind.
- July 1. Oregon Cherry Day.
2. Swimming (P. C. championship).
3. Swimming (P. C. championship).
Gamma Eta Kappa Day.
4. Independence Day.
5. Public Schools' Athletic League (Interscholastic), championship Nat.
10. Nashville Day.
12. Military Tournament.
13. Military Tournament.
14. Military Tournament.
17. Theatrical-Mechanical Association Day.
19. Swimming (National).
Swimming (International).
Water Polo—Soccer (National).
20. Swimming (National).



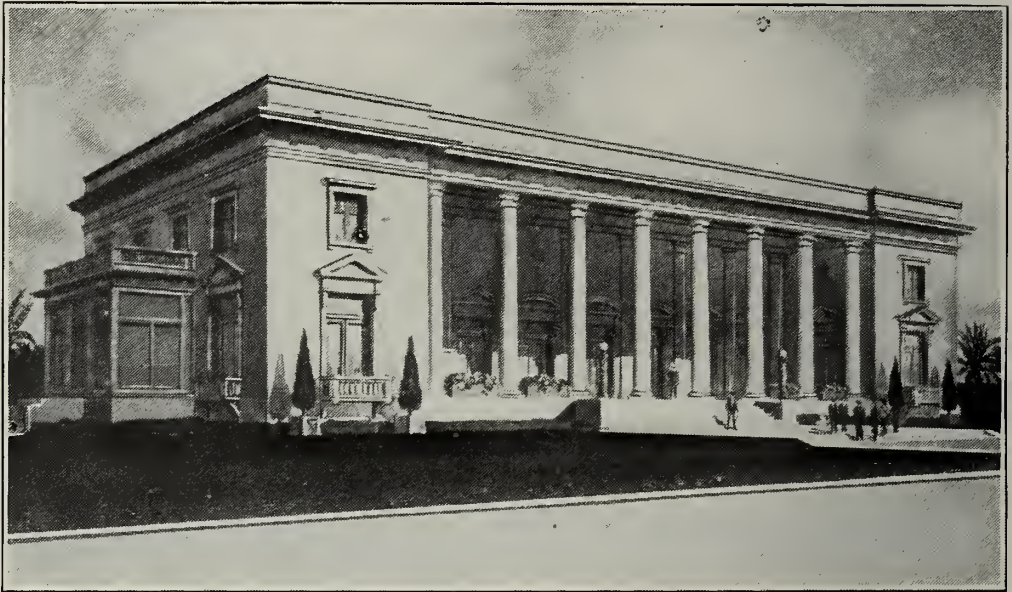
PANORAMA MAIN EXHIBIT PALACES, PANAMA-PACIFIC

- July 20. Swimming (International).
Water Polo—Soccer (National).
21. American Forestry Association Day.
American Historical Association Day.
Swimming (National).
Swimming (International).
Water Polo—Soccer (National).
22. Water Polo—Soccer (National).
Swimming (National).
Swimming (International).
National Association of the Deaf Day.
23. Water Polo—Soccer (National).
Swimming (National).
Swimming (International).
24. Swimming (International).
Swimming (National).
Water Polo—Soccer (National).
Utah Day.
Detroit Day.
26. Military Tournament.
27. Military Tournament.
28. Florida Day.
Military Tournament.
30. Boxing, Wrestling, Track and Field (Far Western championship).
Phoenix and Salt River Valley Day.
Prescott Day.
- Aug. 1 to 8 (inclusive). German Week.
- Arizona and Mines Day.
2. Cycling Events.
Cycling (International).
Military Tournament.
4. Cycling Events.



INTERNATIONAL EXPOSITION, AUGUST 20, 1914.

- Aug. 4. Cycling (International).
Military Tournament.
5. All-Around Athletic (National).
All-Around Athletic (International).
6. Protected Home-Circle Day.
Track and Field (National).
7. Track and Field Athletic (National).
8. Last day of German Week.
9. Relay Race (National).
10. Modern Pentathlon (International).
Dumb-bell Contest.
11. Modern Pentathlon (International).
12. Modern Pentathlon (International).
Ten-Mile Relay (National).



WEST VIRGINIA BUILDING.

- Seven-Mile Walk (National).
Walking (International).
Tug-of-War (International).
Tug-of-War (National), Olympic Rules.
13. International Modern Pentathlon.
Intercollegiate Championship of America (National).
Philippine Islands' Day.
14. Modern Pentathlon (International).
Intercollegiate Championship of America (National).
Knights of Columbus Day.
15. Syracuse Day.
Pineapple Day.
16. Track and Field Athletics (International).
Waltham Day.

- Aug. 17. Track and Field Athletics (International).
Decathlon—ten events (International).
Scottish Day.
- 18. Decathlon—ten events (International).
- 21. Collegiate Alumni Day.
- 23. Military Tournament.
- 24. Military Tournament.
- 25. Military Tournament.
- 26. Foresters of America Day (Supreme Court).
- 28. New Thought Day.
- Sept. 4. Alpha Delta Phi Day.



EXPOSITION SERVICE BUILDING.

- 6. Pentathlon—5 events (National).
- 6 to 12 (inclusive). California Home-coming Week.
Military Tournament.
- 8. Military Tournament.
- 9. California Day.
Track and Field Athletics (P. A. championship).
- 12. Last Day of California Home-coming Week.
- 13. U. S. Soccer Football.
- 14. U. S. Soccer Football.
- 15. U. S. Soccer Football.

- Sept. 16. U. S. Soccer Football.
- 17. Philadelphia Day.
U. S. Soccer Football.
- 18. U. S. Soccer Football.
- 25. Marathon Race.
- 27. Outdoor Horse Shoe (continues to October 9th).
Military Tournament.
- 28. Military Tournament.
- 29. Military Tournament.
- Oct. 4. Lacrosse (International).
- 5. Lacrosse (International).
- 6. Lacrosse (International).
- 7. Lacrosse (International).
- 8. Lacrosse (International).
- 11. Football—Soccer (P. C. championship).
- 12. Football—Soccer (P. C. championship).
Knights of Columbus Day.
- 13. Football—Soccer (P. C. Championship).
- 14. Football—Soccer (P. S. championship).
- 15. Football—Soccer (P. S. championship).
- 16. Football—Soccer (P. C. championship).
- 18. Basketball, Boxing, Track Athletics, Wrestling (California State championship).
- 19. Same.
- 20. Same.
- 21. Same.
- 22. Same.
- 23. Same.
- 27. Sheep-dog Trial (continues to November 7th).
- 30. Harness Racing (continues thirteen days).
- Nov. 15. Oregon Apple Day.
- 20. San Jose Day.
- Dec. 3. South Bend Day.
- 4. Closing Day of the Panamá-Pacific International Exposition.

Exposition Routes and Rates

The visitor to San Francisco in 1915 will have a choice of routes that will give an opportunity for sight-seeing and study never before equaled in the history of expositions. Any one of the many trans-continental lines leading westward may be used. There will also be a route by steamship from Atlantic Coast and Gulf ports direct to San Francisco through the Panama Canal.

The following rates have been announced by the railroads:

Denver to San Francisco and return.....\$ 45.00

Omaha, Lincoln, St. Joseph, Atchison, Topeka, Wichita, Kansas City	50.00
Oklahoma City	51.60
Houston, Texas	52.50
Des Moines, Ia.	55.68
St. Louis, Memphis, New Orleans, Little Rock....	57.50
Chicago	62.50
Minneapolis and St. Paul, via Omaha	63.85
Minneapolis and St. Paul, via Portland.....	74.45
*Cincinnati	71.10
*Detroit	73.50
*Atlanta, Ga.	74.25
*Columbia, S. C.	74.40
*Cleveland	76.20
*Pittsburg	81.20
*Jacksonville, Fla.	82.00
*Buffalo	83.50
*Charleston, S. C.	86.25
*Raleigh, N. C.	91.25
*Wilmington, N. C.	92.10
*Philadelphia	92.95
*New York	94.30
*Bridgeport, Conn.	95.85
*Boston	97.00
*Portland, Me.	107.75

*Subject to change.

All tickets good via any direct line, returning via the same or any other direct line. Ninety-day round-trip issued from March 1st to December 1st with regular stop-over privileges. Good for final return trip limit December 15th. All rates apply via Los Angeles. Round-trip tickets going or returning via Canadian or Northern lines through Prince Rupert, Victoria, Vancouver, Seattle, or Portland, Shasta Route (rail) or steamship between these points and San Francisco, \$17.50 higher, except the tickets via Prince Rupert are \$27.50 higher, including berth and meals on steamship from Prince Rupert to Seattle.

Special low excursion rates by both rail and water will be in effect during the whole of the exposition period from San Francisco to points of interest throughout the Pacific Coast country.

Pacific Mail Steamship Company.

Trans-Pacific line between San Francisco, Honolulu, Yokohama, Kobe, Nagasaki, Shanghai, Manila and Hongkong. Weekly sailings by the steamers "Mongolia," "Manchuria," "Korea," "Siberia," "China," "Persia," and "Nile."

Panama line, sailing every ten days, calling at the principal

west coast ports of Mexico, Central America, and Balboa, Isthmus of Panama.

Southern Pacific Railroad.

For visitors to San Francisco in 1915 the Southern Pacific offers four highways from the east and middle west territory.

These four routes are via Ogden, El Paso, Portland and New Orleans, and in connection with the last named, the Southern Pacific, operates its own ocean line of splendid steamers plying between New York and New Orleans.

The Feather River Canyon.

If you want to see California as she was in the days of forty-nine, before civilization had vanquished that far western spirit, which led Bret Harte to fame, you must take a trip through the Feather River Canyon, which can only be reached by the Western Pacific Railway.

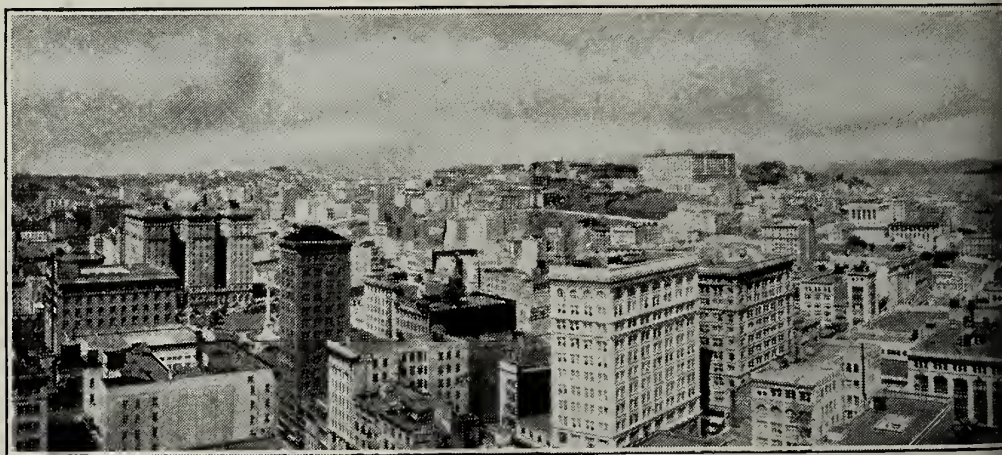
Here nature will be found in its primitive condition.

The entire canyon from Oroville to Portola, 113 miles, is a wild and magnificent wilderness of crag and mountain ridge, roaring torrent and sparkling cascade, leading to a summer country of lake, meadow and runlet that has no peer.

PANAMA CANAL ROUTE FROM ATLANTIC.

The Panama-Pacific Line of the International Mercantile Marine Company announces regular passenger service between New York and Pacific Coast points first sailing from New York, May 1, 1915, and regularly every three weeks thereafter, fare first-class \$125.00 each way and up; third-class, \$60.00. Trip will occupy fifteen days.

The American-Hawaiian Steamship Company and the Atlantic and Pacific Line of W. R. Grace & Co. have equipped certain of their steamers with passenger accommodations, fares first only from \$125.00 up. Frequency of sailings of these two lines have not yet been announced but will be in ample time for exposition travel.



PANORAMA OF SAN FRANCISCO

The Inside Inn

THIS modern, up-to-date hotel is centered in the most beautiful landscape park in the grounds, isolated from all buildings, yet surrounded by such artistic neighbors as the Horticultural Palace with its huge iridescent dome and sunken gardens and pools—the beautiful fire-proof Fine Arts Palace, its crescent shape partly surrounding its placid lagoon and shrubbery from all nations—from its terrace overlooking at its feet the Grand Band Concourse, seating ten thousand people, and in the perspective, the Foreign Government and State buildings.

European plan, individual, without bath, \$1, \$2, \$2.50, \$3.

European plan, without bath, \$2, \$3, \$3.50, \$4, double.

(The rate of \$2 per day is for one or two persons in a room.)

European plan, with bath, \$3, \$4, 5, single.

European plan, with bath, \$4, \$5, \$7, double.

European plan, with parlor, bedroom and bath, \$10, \$12 and \$15 per day.

American plan, add \$2 per day per person to above rates.

Admission fee of 50 cents per day is added to your rate, and if you desire to leave the exposition grounds during your stay, your hotel card entitles you to re-admission as many times a day as you wish.

The Inside Inn offers absolute fire protection—the guest rooms generously furnished with or without private baths—steam-heated throughout—telephones in each room, convention and banquet halls, and conducted on the European and American plans.

Opening, January 15, 1915.



LOOKING TOWARDS THE BAY.

San Francisco, The Exposition City

"And in that black, deserted zone
They built a city, stone on stone;
A city that, on history's page,
Is crowned the marvel of its age."

SAN FRANCISCO—"The City Loved Around the World"—is at once representatively Western and the most cosmopolitan city in the world. The forty-niner crossing the plains by ox team walked its unpaved streets and the Spanish padres, conquering the burning deserts to the south, established a mission and dreamed their dreams of conquest, campaigning from this point. Here, in an early day, from around the Horn and across an unknown ocean, with snow-white sails all set, swung through the Golden Gate the peoples and products of other lands to anchor in the spacious bay. These early settlers brought with them energy, courage and devotion that, as the years rolled by, has become imbedded in the character of a city that was in its very origin cosmopolitan.



EXPOSITION AUDITORIUM IN THE CIVIC CENTER.

San Francisco is typically Western, in that through all its metropolitan development its citizens have maintained that broadness of mind and purpose, that care-free atmosphere and happy hospitality so often met with in the "Rugged West."

On a parallel of latitude about fifty miles south of St. Louis and ten miles north of Richmond, Virginia, sheltered by mountains on the north and east, with the brilliant California sunshine tempered by cooling winds, San Francisco rightly boasts of her invigorating climate.

Beginning in April and continuing until October the gentle trade winds blow over San Francisco. Coming directly from the ocean, these breezes carry with them the salt tang of the sea and are healthful and exhilarating.

The annual mean temperature of San Francisco is 56 degrees Fahrenheit. September is the warmest and January the coldest month. The mean temperature of September is 59.1 degrees and of January 49.2. In the last twenty years there have been only twenty-seven days during which the temperature exceeded 90 degrees, and in the same period it has not fallen below 32 degrees, the freezing point. The differences between day and night temperatures are small. The warmest hour, 2 p. m., has a mean temperature of 59.2, and the coolest hour, 6 a. m., has a mean temperature of 50.9 degrees. Such a climate admits of comfort to all who attend the exposition.

To walk the long esplanade on the bay shore, the blood quickened by strengthening ocean airs, to rest in the balmy sunshine of



STREET SCENE IN SAN FRANCISCO.

the sheltered courts, to traverse the miles upon miles of enchanting aisles in the exhibit palaces in perfect physical comfort, will be one of the cherished experiences of a visit to the Panama-Pacific International Exposition. Those who come from tropic climes and from the heated sections of our own country should bring with them warm wraps.

Located in the center of the long coast strip, with an adequate rainfall and a large area of tributary territory, San Francisco maintains a confident and conservative attitude toward future growth

and commercial importance. This feeling is reflected in the marvelous production of the exposition at an initial cost to city and State of seventeen and a half millions of dollars, and that within half a decade after the recuperation from the great fire. It is most remarkable that a city that has spent in eight short years \$375,000,000 in its renaissance—a sum equal to the cost of the Panama Canal—should also build the largest, most beautiful, and, what promises to be the most successful, of world expositions.

San Francisco is a wealthy city. Her bank clearings for 1912 were \$2,677,561,952, an amount almost equaling the combined clearings of the five next larger cities of the Coast, which were \$2,690,516,590 for the same period. The assessed valuation for 1912 was \$605,141,664. The assessed valuation per capita was \$1,308.24, making this the wealthiest city on the Pacific Coast and the fifth wealthiest in the country.

In beauty of location and natural attractions San Francisco stands supreme among American cities. Situated upon the point of a peninsula, surrounded on three sides by ocean and bay, builded upon irregularly rising hills, with magnificent mountain and marine views on every hand, set in an infinity of earth, sea and sky, San Francisco charms the imagination and appeals to the soul.

Momentarily leaving the exposition itself out of the question, the visitor in 1915 will find a world of interest and information in San Francisco that can not be duplicated elsewhere: the sylvan charm of Golden Gate Park with its Japanese tea gardens, buffalo and elk paddocks, museum, wonderful walks and drives, and beautiful gardens containing the products of two zones; a visit to the Cliff House and Seal Rocks; Sutro Heights; an automobile drive around the famous Ocean Boulevard or to one of the many beauty spots down the peninsula; a study of reconstructed San Francisco, with its Golden Gate, its splendid harbor, ocean frontage, wharves and shipping, parks, markets, military reservations, old Mission, public buildings, historic points and near-by resorts—the trip most interesting to the tourist is that through Chinatown, visiting the joss houses, the Chinese theaters, bazaars, curio stores, restaurants, markets, etc.—a visit to the Presidio, a sunny afternoon on Fisherman's Wharf or a lounge in one of the many beautiful parked squares that are found at convenient intervals and serve as breathing places in the midst of the city's business and bustle; in the constant stir of cafe and hotel forming the city's night life—anywhere, everywhere, he will be impressed and thrilled with a feeling that here on the farthest shores of earth's greatest ocean the world is taking a holiday and he is part of it.

With San Francisco as the center a week or more can be well spent and at small cost in visiting the cities of Oakland, Alameda

and Berkeley, a twenty-minute ride across the bay, and such nearby points of interest as Stanford University, the University of California at Berkeley, the Mare Island Navy Yord, Mill Valley, Mt. Tamalpais, the Muir Redwoods, Piedmont Springs, etc.

POINTS OF INTEREST.

Sutro Baths and Museum on ocean next to Cliff House. Largest swimming baths in the world. Fine zoological collections and curios. Sutter Street cars direct.



STREET SCENE IN OAKLAND.

Sutro Heights, opposite Sutro Baths. Home of late Mayor Adolph Sutro. Fine park, beautiful gardens, magnificent marine view. Free to public. Take Sutter Street cars.

The Cliff House—Vocal and instrumental entertainment. Dancing in ball room every evening. A la carte service. Telephone, Pacific 3040.

Golden Gate Park—One of the most beautiful parks in the world transformed from the most unsightly sand dunes. Extends from Stanyan Street to the ocean and has an area of 1013 acres. It offers many wonderful attractions to the visitor and can be reached by several street-car lines.

Presidio—U. S. Army headquarters, Department of California. Comprises an area of 1,540 acres and is the largest army post in

the United States. Beautifully situated, commanding the entrance to San Francisco Harbor. Union Street cars direct.

Mission Dolores—Properly called San Francisco de Assisi. Founded by the Franciscan Fathers October, 1776, for the conversion of the Indians. This mission is in a fine state of preservation. Oldest building in San Francisco. Open to visitors from 10 a. m. to 5 p. m. daily. Sixteenth and Dolores Streets.

Post Office—A handsome stone building at Seventh and Mission



BEACH SCENE AT CLIFF HOUSE.

Streets. In addition to the main Post Office, the Federal Courts are located in this building.

Mint—One of the three in the United States. Opened November 12, 1874. Visitors every day, 9 a. m. to 12 m. and 1 p. m. to 3 p. m., except Sundays and holidays.

Custom House—A modern building at Battery and Washington Streets. Said to be one of the handsomest Custom Houses in the United States. Besides all branches of the custom service, all branches of the Internal Revenue are located here.

Ferry Building—Is a stately structure 859 feet long by 156 feet wide, and besides forming the principal gateway to this city for travelers, contains beautiful displays of the California Development Board and the State Mining Bureau.

Chinatown—An oriental city covering ten blocks in the heart of San Francisco.

California the Hostess

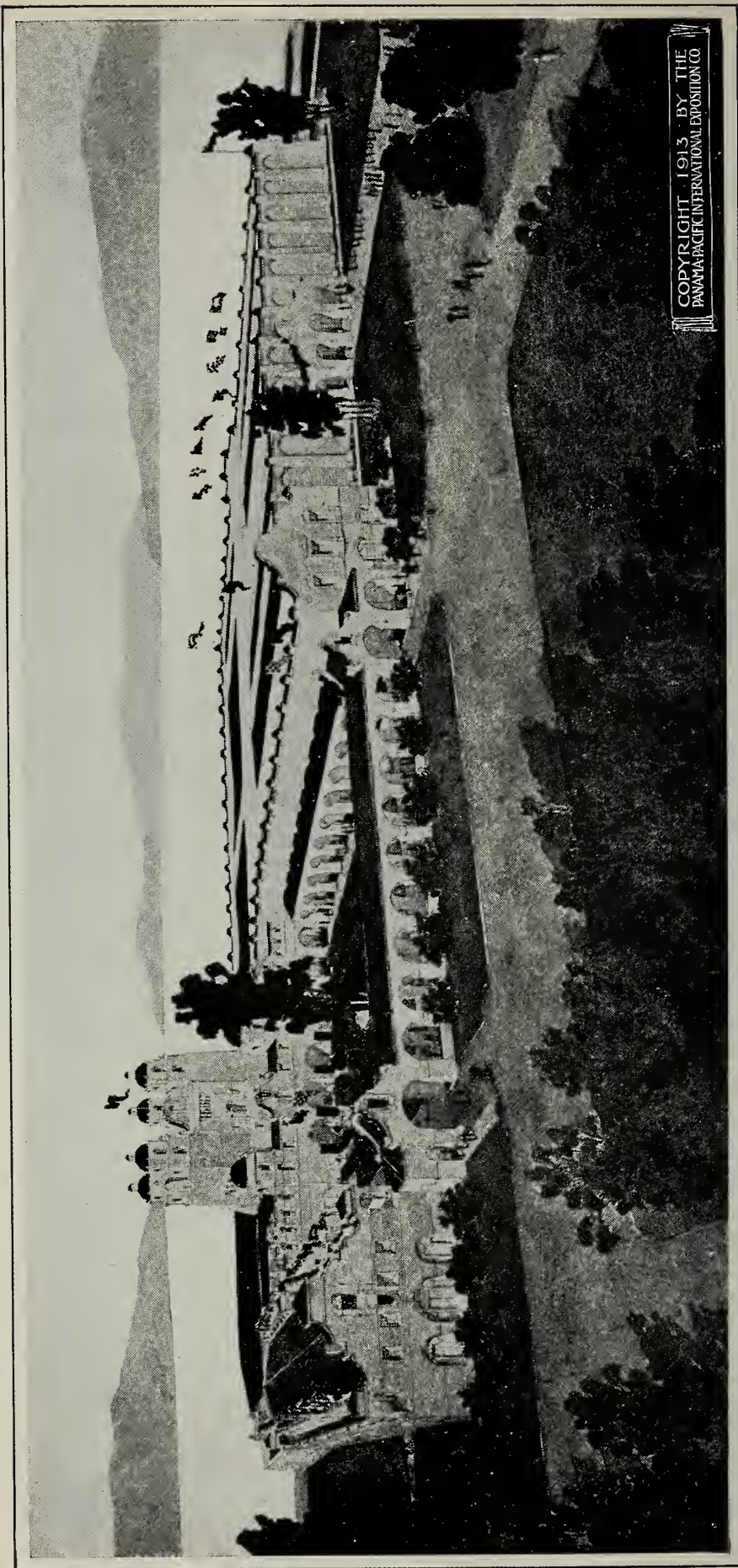
TAKE the sunniest parts of sunny Italy and Spain and the south of France with their wealth of vineyards and orchards; take the rugged mountain scenery of Switzerland and blend with it the verdure-clad hills of bonnie Scotland and the meadows and moors of rural England; place here and there the more beautiful bits of the French and Italian Rivas with their wooded slopes and silvery beaches, joyous crowds, and gay life; bound this collection on one side by the earth's longest mountain range and on the other by the largest ocean, and cover with a canopy of turquoise blue sky and brilliant sunshine and you have a picture that yet falls short of—California the Golden.



FERRY BUILDING, ENTRANCE TO SAN FRANCISCO.

The name "California" is surrounded by the glamor and poetry of adventurous and romantic times—the advent of the Spanish don and conquistador, and their far from gentle acts, followed by the meek and loving mission of the good Father Serra, who, between the years 1769 and 1776, traveled over the hot sands, back and forth, for thousands of miles, and founded upwards of fifteen missions, establishing a practical Christianity which taught "Peace on earth, good will to all men."

The periods of the Spanish conquerors and the Christian conquest were followed, in 1848, by the wild stampede of the immigrants on



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PANAMA-PACIFIC INTERNATIONAL EXPOSITION CO.

ARCHITECT'S SKETCH OF CALIFORNIA BUILDING AT PANAMA-PACIFIC INTERNATIONAL EXPOSITION.

the discovery of gold. This era has been made famous by the pens of Bret Harte, Mark Twain and Joaquin Miller.

But the romantic of yesterday has given place to the practical of to-day. As the tourist rolls along over the beautifully smooth State highways in his high-powered car, he will only be reminded of past glories by an occasional glimpse of one of Father Serra's missions, which to-day, perchance, boasts a caretaker in place of a picturesque prior.

From majestic Mount Shasta in the north to her sister, the picturesque Mount San Bernardino in the south—from the High Sierras to the shining sea—California abounds in scenery and opportunities wonderfully attractive to the tourist, the home-seeker, and the investor.

The climate of California is only one of her assets, but a very important one. To the salubrity of the climate can be attributed the virility and versatility of her native and adopted sons and daughters—writers, artists, sculptors, engineers, architects, scholars—who have brought fame to themselves and their beloved State in all parts of the earth, by reason of the out-of-doors-all-the-year-round climate that at all times enables one to sleep and eat with perfect enjoyment and work with rare diligence and a healthy ambition.

California has a land area of 155,980 square miles and a population of only about 2,500,000. With a temperate climate in the northern counties and almost tropical conditions in the south, she can boast of a diversity of products not equaled in any other part of the earth. She excels in dairying, cattle, and wheat growing, agriculture, horticulture, and viticulture. One county produces more raisins than the whole of Spain; one more artichokes than the south of France; while yet another county produces more French prunes than the mother country, and the orange and lemon crop of California is greater than that of Europe. Everything produced in the torrid or temperate zones is grown—and grown to perfection—in California. The products of all the other States in the Union are duplicated here, together with many others, not grown elsewhere, but peculiar to the rich soil and kindly climate of California.

The mineral output of the State is another big asset. In fifty-five out of a total of fifty-eight counties minerals are found in paying quantities. Over one billion and a half in gold has been mined since 1848. The estimated mineral production for 1913 is one hundred million dollars. Roughly speaking, California produces one-fourth of the world's output of oil, based on a total production of, approximately, 350,000,000 barrels.

The visitor to the Panama-Pacific Exposition in 1915, however, will be interested in California's beautiful scenery, natural attrac-

tions, and places of renown, as well as in her commercial activity. Hence a short description of the principal places of interest.

THE MISSIONS.

The missions of California are well worth a visit. They are scattered at intervals along the "Camino Real," or "Royal Highway," from San Diego to San Francisco. They are easy of access from the main thoroughfare and, by their peaceful setting and interesting inscriptions, invite the traveler to spend an hour or two "far from the madding crowd's ignoble strife." For the most part, they are in a good state of preservation and vividly recall "the days before the Gringo came," when the Spaniards ruled the land and the Indians were their servants.

It is very hard to determine which is the most interesting of the missions. Dolores, in San Francisco, is the most important to the San Franciscan, as it gave the name to his city. The Mission Dolores was founded in 1776 and dedicated to San Francisco d'Assisi. It is very well preserved. A string of bells still hangs suspended by the original rawhide ropes. These are the bells that inspired Bret Harte to say:

Bells of the past, whose long-forgotten music
Still fills the wide expanse,
Tingeing the sober twilight of the present
With color of romance.

I hear you call, and see the sun descending
On rock, and wave and sand,
As down the Coast the mission voices blending
Girdle the heathen land.

Borne on the swell of your long waves receding,
I touch the farther Past,—
I see the dying glow of Spanish glory,
The sunset dream and last!

Before me rise the dome-shaped mission towers,
The white Presidio;
The swart commander in his leathern jerkin,
The priest in stole of snow.

Once more I see Portola's cross uplifting
Above the setting sun;
And past the headland, northward, slowly drifting,
The freighted galleon.

Another very interesting mission is that of San Juan Bautista in the San Juan Valley of San Benito County. San Juan is eight miles west of Hollister, and about sixteen miles inland from the Bay of Monterey. It was founded in 1797 and has maintained its beauty of surroundings and sylvan seclusion through all the years. Of this mission the author of "Ramona" says:

"At San Juan Bautista there lingers more of the atmosphere of the olden time than is to be found in any other place in California.

"The mission church is well preserved; its grounds are enclosed and cared for; in its gardens are still blooming roses and vines, in

the shelter of palms, and with the old stone sun dial to tell time.

"In the sacristy are oak chests, full of gorgeous vestments of brocades, with silver and gold laces. The church fronts south, on a little, green, locust-walled plaza—the sleepest, sunniest, dreamiest place in the world."

Following is a list of the other important missions of California, together with their location: San Francisco Solano Mission at Sonoma, San Rafael Archangel Mission at San Rafael, Santa Clara Mission at Santa Clara, Sant Cruz Mission at Santa Cruz, San Carlos de Borromeo Mission at Monterey, San Carlos de Rio Carmelo Mission at Monterey, Nuestra Senora de la Soledad Mission at Soledad, San Antonio de Padua Mission at King City, San Miguel Mission at San Miguel, San Luis Obispo de Tolosa Mission at San Luis Obispo, Santa Ynez Mission at Santa Ynez, La Purissima Concepcion Mission at Lompoc, Santa Barbara Mission at Santa Barbara, San Buenaventura Mission at Ventura, San Fernando Rey de Espana Mission at Fernando, San Gabriel Archangel Mission at Los Angeles, San Antonio de Pala Mission at Fallbrook, San Juan Capistrano Mission at Capistrano, San Luis Rey de Francia Mission at Oceanside, San Diego de Alcala Mission at San Diego, Santa Ysabel Mission at Foster.

THE GREAT CENTRAL VALLEY.

Between the two great mountain ranges of California, the Sierra Nevada on the east and the Coast Range on the west, lies the Great Central Valley, drained by the San Joaquin and the Sacramento rivers. This valley extends from the Tehachapi Mountains on the south to Mt. Shasta on the north, a distance of about 550 miles. With nearly 20,000 square miles of comparatively level land, this is both the granary of California and one of the great fruit and stock producing regions of the world. The southern portion of the valley is known as the San Joaquin Valley, while the northern part is called the Sacramento Valley. Visitors to the state wishing to study agricultural California should by all means visit points in the "great valley." Here is the home not only of grains, alfalfa, celery and asparagus, but of the fig, the almond, the grape, the orange, the apricot, the olive, and other tropical and subtropical fruits.

CALAVERAS BIG TREES.

A most interesting trip is that to the Calaveras Big Trees, reached by rail from San Francisco via Stockton to Angels, thence by stage twenty-two miles to the grove. This is the land of Bret Harte and Mark Twain and of the placer mining of the days of '49. The Sierra Road cuts through Table Mountain, recalling "Truthful James" and the "Society upon the Stanislaus." The route follows the famous Mother Lode, giving an opportunity to see something of deep quartz mining. Among other trips that can be taken at

small cost are those to Mercer's Cave and to the Natural Bridge. Other side trips from this region are those to Lake Eleanor and the Hetch Hetchy Valley. The round-trip fare from San Francisco to the Calaveras Big Trees is \$14.60. Hotel accommodations from \$12 per week up.

SHASTA RESORTS.

All reaching San Francisco or returning home by the Shasta Route will find it well worth their while to stop over for a week or more at any one of the resorts near Mt. Shasta. Excursions to Mt. Shasta and to the numerous mineral springs, trips among the pines, mountain climbing, hunting and fishing are among the attractions of the Shasta region. Hotel accommodations from \$12 per week up.

LAKE TAHOE.

During the open season, from May 15th to October 15th, a week, or the entire vacation, for that matter, can be profitably spent at



SANTA BARBARA MISSION.

Lake Tahoe resorts (elevation 6,240 feet). Lake Tahoe is twenty-three miles long and thirteen miles wide. Those going to or returning from San Francisco may stop over at Truckee and visit the Tahoe resorts at but little extra expense for side-trip transportation. Stop-overs at Truckee will be allowed on all through railway and Pullman tickets. A round-trip ticket from Truckee to the lake, around the lake by "Steamer Tahoe," and return to Truckee will cost \$6. On this ticket stop-overs will also be allowed. Among Tahoe amusements are trout-fishing in the lake and numerous streams found round about, bathing, boating, driving, and mountain-climbing. Accommodations may be secured at the Tahoe resorts at from \$2 per day up.



YOSEMITE FALLS, YOSEMITE NATIONAL PARK.

YOSEMITE NATIONAL PARK.

Those reaching San Francisco via the San Joaquin Valley or with return tickets via the San Joaquin Valley can arrange to reach the Yosemite National Park from Merced, all tickets permitting stop-over privileges at Merced. From Merced the round-trip rate to the park is \$18.50. For those not routed via the San Joaquin Valley, the round-trip rate to the Yosemite National Park from San Francisco will be \$22.35 for those traveling on day trains, with \$2.00 each way added for Pullman for those taking the night train. Camp accommodations in the park can be secured at from \$2.50 to \$3 per day; hotel rates from \$3.50 to \$5 per day. Tents for private camping may be rented at reasonable rates. Trained saddle horses may be hired in the park at from \$2.50 to \$4 per day. Many tourists in the park take the trails on foot, thus eliminating the expense for saddle horses, as well as securing the enjoyment of mountain climbing. Twenty-six miles from the park is the Mariposa Grove of Big Trees. This grove can be reached by stage, the round-trip costing \$15. From El Portal, the Merced Grove of Big Trees may be reached by stage at an expense of not to exceed \$7.50.

THE CANYONS.

A pleasant week may be spent in the Sequoia National Park east of Visalia, or in the neighboring canyons of the Kings and Kern Rivers, which, with their higher surrounding mountains, offer attractions only equaled by the Yosemite. Those going to San Francisco or returning via the San Joaquin Valley may stop over at Visalia or Exeter. The round trip from there to Camp Sierra in the Giant Forest, where are the greatest number of big trees in the world, is about \$13, including electric railway and stage ride. In the Giant Forest are more than 3,000 big trees over 300 feet high, with many thousands more of lesser size. The round trip from Visalia or Exeter, including a week's accommodations at Camp Sierra, transportation, etc., would be about \$25. The rate at Camp Sierra for tent and board is \$2 per day or \$50 per month.

COAST RESORTS.

A week and as much longer as one wishes to remain could be delightfully spent at Santa Cruz, Monterey, Del Monte, Pacific Grove, Paso Robles Hot Springs, or El Pizmo Beach, resorts between San Francisco and Los Angeles. Among the attractions at either Santa Cruz or Pacific Grove are surf-bathing, boating, and fishing. Between Pacific Grove and Monterey, one may journey by street car, take the famous Seventeen-Mile Drive, visiting Carmel Mission, etc. On all railroad tickets stop-overs will be allowed at Palo Alto to visit Stanford University (one mile from Palo Alto), and at San Jose to inspect the orchards of the Santa Clara

Valley or to visit the Lick Observatory on Mount Hamilton, 4209 feet elevation (round trip by stage, \$5). Accommodations may be secured at the Coast resorts at from \$12 per week up.

SANTA CRUZ BIG TREES.

The Santa Cruz Grove of Big Trees is seventy miles south of San Francisco and six miles north of Santa Cruz. The trees in this grove are known as sequoia sempervirens or redwood. The "Giant," the largest tree in the grove, is 64 feet in circumference and 306 feet high. The grove may be reached from Santa Cruz by automobile or tally-ho or via the railroad. Nineteen miles from Felton and twelve miles from Boulder Creek is California Redwood Park, a State park of 3,800 acres of natural forest.



CASCADE ON FEATHER RIVER.

LOS ANGELES AND SOUTHERN CALIFORNIA.

From Los Angeles many delightful and inexpensive trips can be made to San Diego and other points of interest throughout Southern California. The cost for room and meals in Los Angeles, San Diego, Catalina, Santa Monica, Long Beach, Redondo, and other nearby resorts will be about the same as in San Francisco.

HUNTING AND FISHING.

California has long been known as a Paradise for the disciples of Nimrod and Izaak Walton. Its forested mountains are the

haunts of deer, bear, California lion, grouse, quail, and other game, and its streams are full of fish. Lake and brook trout are abundant in the mountain streams, and bass, salmon, and shad are the favorites in the valley. Along the coast there is an infinite variety of sport, from casting with ordinary rod and line to heroic struggles with gigantic tuna. Millions of wild geese swarm the fields in the interior in fall and spring, and the marshes and sheltered streams of the Great Valley are hunting grounds for wild ducks. For those who prefer to hunt with the camera, a trip to the Yosemite National Park, where the use of firearms is forbidden, and where deer may often be surprised, affords rare sport. Good hunting or fishing grounds in the mountains may be reached by rail, from San Francisco, with short trips by stage or on foot into the wilds.

Del Monte—The Dream Spot

EVER since the year 1770, when Monterey was established as the civil, military and religious headquarters of the Spanish kingdom in California, the entrancing beauty of this spot snug-gled within the arms of the bay, with its forests of patriarchial oaks, giant pines and cypress, stretching from the ocean to the hills, has been an exhilarating inspiration to artists, poets, musicians and worshipers of beauty. Its endearing charms have held the fascination of the generations. In grandiose ecstasy, the haughty dons of old Spain wrote of this place, and today, the matter-of-fact traveler from many lands yields eagerly to the serene mood that hovers over this spot in California, making it one of the most far-famed of the many little Edens that are dotted so lavishly over the Pacific Coast.

Historically and geographically a part of Monterey, Del Monte is a little dream spot just outside of the old Mission town, right on the shimmering blue bay of Monterey, with a life all its own, yet very perceptibly under the tranquil spell of the reposeful early days. Del Monte is the jewel of Monterey, and a more beautiful place in which to pass a few days or a few months, could scarcely be imagined.

Since the automobile makes such friendly neighbors of places within motoring distance of each other, Del Monte has become the favorite rendezvous for people from northern, central and southern California. The superb roads here, over miles and miles of wonderful boulevards, through forests on the edge of the ocean, make it one of the finest places in the world for automobile parties. Its accessibility from San Francisco, from which it is distant but a trifle over a hundred miles, makes Del Monte the favorite place for week-end outing parties, for the road from San Francisco is through one of the most beautiful and picturesque parts of the state.

Del Monte has often been called "the Newport of the Pacific," but the comparison is hardly adequate to give one even a glimpsing idea of the place, other than its fashionable aspect, which in truth is but one phase of life there. True, society from all parts of California has been in the habit of pilgrimaging there ever since Del Monte was built, but there is a genial spirit of democracy about the place that forbids any air of exclusiveness, making the natural beauty of the place its paramount attraction.



HOTEL DEL MONTE.

Because of the simplicity of life there, Del Monte is unique among the resorts of the world. There are no clap-trap, no noisy catch-penny business, no stores, no noise except the lullaby of the old Pacific, the sighing in the tree-tops and the gay twitter of birds to disturb one's enjoyment. And color everywhere. Flowers never cease blooming. Whether it is January or June, there is a gay medley of bright colors everywhere to enchant one's eyes, and at some seasons, the wild flowers enamel the sand dunes, the slopes of the hills and the valleys with rainbow hues of incomparable brightness. To see Del Monte, say in April, May or June, is to be forever haunted with a vision of radiant

beauty, and it is a legend that once at Del Monte, contentment is gone until you return.

If one goes there just for rest, it is enough just to steep one's self in the mood of the place, doing nothing but walking, riding or motoring about to see Del Monte. Its roads invite one, for they all lead to the fulfillment of one's enthusiasm about Del Monte. If your inclinations are for more active participation, there is the golf course, one of the most beautifully located in the world—an opinion which travelers from all parts of the world agree upon—and there is also surf bathing, numerous tennis courts and other conveniences for one's play mood.

The Hotel Del Monte, a nooky, cornery edifice of many wings, stands near the center of the wonderful park of Del Monte. Its doors have never closed since its gala opening one famous Fourth of July, over thirty years ago. No visit to California is quite complete without a trip to this hotel, and the railroads make provision for stopovers. Once there, only the urge of necessity compels the traveler to leave. Its mild climate, varying but a few degrees the year round, its picturesque scenic beauty, and its comfort and luxuriousness make an end of desire to travel elsewhere. Here is the place of enchantment, the fulfillment of one's dreams about the ideal beauty spot.

Santa Barbara County

IN the northeast corner of the California Building, in what is known as the Central Coast Counties section, is located the exhibit of Santa Barbara County. This consists, in part, of moving pictures descriptive of the various industries and scenes in and around this county. These pictures have a wide range, showing industrial scenes of walnut and lemon growing in its various phases, beet sugar growing, and the manufacture of sugar, scenes in and around the extensive oil fields, cattle raising, and orchard scenes. One reel is devoted to the Santa Barbara Islands, showing its harbors, caves, etc., as well as some very interesting seal views, showing these animals in their native haunts. All these views are shown in a specially constructed booth, well seated for the comfort of those who wish to avail themselves of the same, and all are welcome to visit this exhibit as often as they may wish. One special feature of Santa Barbara's exhibit is an exact reproduction, in miniature, of the Old Mission. This mission was founded in 1786, and is the best preserved of all the California missions, as well as being noted for being the only mission in which continuous services have been held, since its founding to the present day, by the same order, the Franciscan Monks. There is also a large and varied exhibit of the products of this county,

preserved in glass, including almost every variety of citrus and deciduous fruits, beans, wines, olive oil, grains, lemons, walnuts, oils, honey, diatomaceous earths, as well as many novelties, such as avocados, philodendrons, cherimoyas, zapotes, morones, and the like. A visit to this complete exhibit would well repay a visitor. Attendants are always at hand to explain the exhibit or to furnish such information as may be desired about this favored locality. Well appointed rest rooms on the mezzanine floor, above the exhibit, are also available at any time.

Napa County

NAPA COUNTY, in planning her exhibit at the Panama-Pacific Exposition, is really fortunate in being practically a suburb of San Francisco, for she can supplement her exhibit of products by inviting the visitors to take a little journey through the Napa Valley, which is about forty miles away.

In sending out samples at the exposition of what the traveler through Napa Valley sees, Napa County will display walnuts, almonds, olives, wines, commercially packed fruits of various kinds, grape juice, olive oil, and different products of the soil produced in commercial quantities in the county, and through which the man who may choose to settle in Napa County may arrive at a comfortable income.

The facade of the Napa County exhibit will be of a splendid and massive character and will impress upon the mind of the visitor, the fact that Napa County has 208 stone bridges and culverts, which connect by a good road system extended throughout the county. The State Highway now in building, puts the heart of the Napa Valley within forty-one miles of San Francisco via Sausalito and enables the visitor to the exposition to get a thorough comprehensive view of one of the most productive counties in the State. It will enable the traveler over this road to view some of the most interesting features of Northern California, among which are the Petrified Forest near Calistoga; the place where Robert Louis Stevenson dwelt on Mt. St. Helena; the old Sonoma Mission; the Muir Woods and Mt. Tamalpais. While seeing these, the tourist travels over a splendidly kept highway.

Sonoma County

IN the California Building at the Panama-Pacific International Exposition many unique and meritorious products will be exhibited. Among them Sonoma County will play an important part. Her exhibits will vary from the methods usually used for the display of products, keeping in mind, however, that she must

appeal to the commercial man, the curious seeker, and the future citizens, the children, that will visit the Exposition. To conform with this idea there will be shown products of Sonoma County in the commercial packages. In every instance will be shown the distinction between the class A commercial article and the inferior classes. To the curious seeker or the one who looks at an exhibit for its beauty will be displayed products in an attractive manner by making up artistic feature exhibits, and for the future citizens, the children, will be made a display so attractive and out of the ordinary that there will be indelibly impressed on their minds the importance of the County of Sonoma, believing there can be created in these future citizens walking advertising mediums.

To the visitors in general there will be an abundance of information to impart that will enable them to ascertain without any inconvenience complete data on the various products grown in Sonoma County. This information will cover in detail from the cost of undeveloped land, covering all the expenditures and possible receipts to the full maturity of all crops produced in the county. Appreciating that in many instances the same information will apply to many of the counties, and having this in mind, it is believed that no matter what district may be helped, Sonoma County will ultimately derive a benefit, worthy and remunerative for her efforts.

Humboldt County

THE main feature of the exhibit of Humboldt County at the exposition will be a log and stump house. The log and stump will be twenty feet in diameter taken from a section of a tree 2,000 years old. Inside of the stump will be an art exhibit representing oil paintings of the forests of Humboldt, also the dairying and agricultural lands, and fishing and hunting scenes. There will be exhibited one of Mr. C. T. Wilson's celebrated oil paintings of the Redwoods, painted specially for the exposition at a cost of \$1,000. Inside of the log, which is twenty feet in diameter and twenty feet high, will be exhibited the lumber products of the county, both in finished and unfinished state.

Immediately on entering the Humboldt section will be seen a relief map of the county, seven and a half feet wide by fifteen feet long, to be set on a pedestal of native woods of the county, very highly finished, hand carved. Back of this will be featured the dairy and agricultural exhibits, also a display of horticultural products and a very attractive mining display.

The county will also have a miniature lighthouse, representing Cape Mendocino light, with a revolving tower made exclusively of apple jelly in glasses.



"THE MERMAID."

Sutter County

THE Sutter County exhibit will make a special showing of Thompson seedless grapes and raisins and Phillips cling peaches. Horticultural specialties famous the world over originating in Sutter County. A perfect seedless grape had been the dream of horticulturists for centuries. It was finally originated in Sutter County, California, in the Thompson seedless, which is perfect as a table grape and a marvel as a raisin. The Phillips cling peach, originated in Sutter, established a new type for peach canning purposes.

Also—Alfalfa hay and dairy products, honey, beans, deciduous fruits, vegetables, dried fruit, canned fruits, almonds, walnuts, citrus fruits, apples, cereals, sugar beets, tobacco and cotton, fish, household manufactures.

Minerals—Specimens of asbestos, isinglass and coal from the Sutter Buttes, a small range of mountains in the center of the County, will be shown.

Yuba County

THE Yuba County exhibit will show a perfect model of one of the latest pattern \$200,000 gold dredgers or gold mining boats such as is now used on the Yuba River.

Also, full exhibit of gold nuggets, gold-bearing quartz, gold-bearing sands and gravels, copper and iron ore, building stone, sand, marbles, and commercial varieties of pine lumber.

Also—dairy products, honey, beans, dried fruit, canned fruits, olives and olive oil, household manufactures, hops, nuts, fish, tobacco and cotton, citrus fruits, figs.

Rice—The exhibit of rice from Yuba will be most interesting. A production of two tons of rice to the acre is considered the minimum.

San Mateo County

SAN MATEO is planning to do herself proud at the San Francisco Exposition. An elaborate pavilion is planned, and it will contain perhaps no more notable achievement than the splendid relief map of the county which is now being constructed by experts. There will be an elaborate floral exhibit and an exhibit of products, while the county is also to have a beautiful floral group on the facade of the Central Counties group.

Ventura County

VENTURA COUNTY will have its exhibit with the combined Counties of Southern California.

The principal features in the exhibit will be lemons, lima beans, walnuts, sugar-beet and apricots. Lemons in large quantities will

be shown in and out of season, and an attractive display will be made by the largest lemon orchard in the world, the Lemoneira Company. A special exhibit will be made on the great sugar industry by the American Beet-Sugar Company.

For those who are seeking full and accurate knowledge of the Ventura County exhibit, thousands of feet of moving pictures, showing the growing, harvesting and packing for shipping to the markets of these many products will be shown. In fact, everything that goes to make up life has been caught on the film and will be shown in a specially designed and comfortable auditorium immediately adjoining the exhibit space.

Here, too, will be delivered interesting and instructive lectures, illustrated by stereopticon color slides, so that you can learn fully the beautiful and industrial parts of Ventura County.

Automobile Trips Around San Francisco

SAN FRANCISCO is the hub of a region affording opportunity for most fascinating and delightful automobile trips. The vicinity contains all the variety of mountains, plains, valleys, and great river courses. The basin of the bay itself, with the connecting bays and straits, presents scenes of ever changing interest. Every hill discloses a new and wonderful cyclorama. Old ocean lies to westward, and forms the distant blue perspective of every approach to the coast.

Nowhere can one find such limitless variety, such a succession of abrupt changes of grand and beautiful scenery. North, east and south the roads stretch away, to Marin County, to Sonoma County, to Mendocino County, to Lake and Napa counties, up to Shasta, to the Klamath region and beyond to Oregon; to Lake Tahoe, to the Yosemite, to the Sacramento and San Joaquin valleys, to Santa Cruz, Del Monte, Monterey, Pacific Grove, the Salinas valley and Paso Robles and down the coast to Santa Barbara, Los Angeles, San Diego and Mexico.

World travelers declare there are no scenes along the Riviera, nor yet on the famous Amalfi drive from Naples, to compare with the scenery of the Alpine Drive from Pescadero to La Honda, accessible from this city in less than two hours; or some of the country to the northward of San Francisco, including trips over to the coast from points in the interior of Marin County; while such views as one gets from the hill road from Martinez to Port Costa, overlooking Carquinez Straits, and from the top of Mt. Diablo, are no less than sublime.

California is becoming famous for good roads. The State has bonded itself to the extent of \$18,000,000 for the construction of a north-and-south highway system, and the different counties are voting sums that will probably reach a like amount for lateral



connections. We can do no more here than indicate a few of the most delightful rides in and around San Francisco, as an introduction to the country, which the automobilist is practically certain to follow with enthusiasm to a closer acquaintance.

DOWN THE PENINSULA TO HALF MOON BAY, PESCADERO AND LA HONDA.

This route will take you among some of the finest country estates in the world, where Italian gardeners and landscape artists have exercised their highest talents; to lakes as lovely as Como or Killarney; and over a mountain drive which, were it in Europe, would be favored beyond the most famous to be found there. Within one day's journey of ninety-eight miles you will see the fertility of smiling California valleys, the sublimity of the ocean, the grandeur of the mountains and the solemn depths of mighty forests.

Start at 9 o'clock, or earlier if you choose, and run through Golden Gate Park and southward over Nineteenth Avenue, to Sloat Boulevard, whence you can turn southward again to School Street, and passing Caleb Coakley's take the Mission road to San Mateo County. At Colma, just below the county line, are violet farms of 400 acres' extent, where the world's finest violets are grown. Violets from these beds are shipped from San Francisco up and down the Pacific Coast and as far east as Chicago.

At Burlingame, Hillsboro and San Mateo are many of the country places of wealthy San Franciscans, beautified with artificial lakes, or open air Greek theaters, or conservatories with unrivalled collections of orchids.

From San Mateo take the Half Moon Bay road to Crystal Lakes. These are part of the water supply system of San Francisco, and lie extended in a softly beautiful valley for a distance of over twelve miles. Crossing by the great dam, run down the long grade to Half Moon Bay and the old Spanish Town.

From Half Moon Bay continue down the coast through San Gregorio to Pescadero, and thence run down to the famous Pebble Beach. In a little strip of beach about 100 feet wide by less than 200 in length, all sorts of curious stones have been found, including a few pearls.

Returning to Pescadero take the road to La Honda, over the famous Alpine Drive. It will lead you into the Coast Range mountains, through an immense virgin forest of California redwoods, and to altitudes of hundreds of feet, whence you can look for miles to the southward, across the Big Basin, and over great mountain ranges.

From the little hamlet of La Honda the road proceeds northward along San Gregorio creek, taking you into the refreshing

depths of the forest, and again into the open, until as you top the mountain you reach a point from which you can look down 1,600 feet and see spread before you the whole floor of the Santa Clara Valley.

From this point the trip down the mountains is by a very easy grade to Woodside, and thence to Redwood City, thirty miles south of San Francisco, on the State Highway, which affords fine traveling all the way back to the city.

On this trip, called the Pescadero and Alpine Mountain Drive, there are many beautiful branch roads which would keep a traveler busy and delighted for weeks. An introduction is all that is necessary to make an enthusiastic San Francisco motorist of any visitor that has the time to spend in the State.

WISHBONE ROUTE, TO SAN JOSE AND OAKLAND

For another day's tour of San Francisco, take the "Wishbone Route," around the south arm of the bay, into the Santa Clara Valley, to San Jose, and up the east shore through Mission San Jose, Hayward, San Leandro and Oakland. It will give you one hundred miles of smooth going, through charming country, with a great variety of scene, but on the whole, quieter and more restful than the mountains.

Take the same route to San Mateo outlined in the previous trip, and continue southward through Redwood City, Menlo Park, and Palo Alto, the former location of Senator Stanford's famous stock farm, and now the site of Leland Stanford Junior University.

There are several good hotels in San Jose, and a most interesting and beautiful country can be seen from here. To return to San Francisco in a day, however, and see the east side of the bay, go northward by the Gish road and the Milpitas road to Irvington, and here take the righthand road for Mission San Jose, sixteen miles from the city of San Jose. This is a typical old California town. Relics of the mission and part of the old adobe buildings are still in the keeping of the church, and visitors are welcome. Near Irvington is the celebrated Lachman home, known as Palmdale, one of the most beautiful estates in California.

From the southerly point of Lake Chabot the road turns where is located the largest single block nursery in the world. Here you take the boulevard for Hayward, passing the Masonic Home at Decoto. There is a delightful straight run to San Leandro and in to Oakland, by way of Elmhurst, Fitchburg, Melrose, with its ostrich farm, Fruitvale and across Lake Merritt dam to Broadway, at the foot of which you take the Oakland Harbor Ferry (Southern Pacific), for San Francisco.

MARIN COUNTY AND THE MT. TAMALPAIS COUNTRY.

Marin is one of the most attractive touring counties in the State, with a varied scenery of ever changing charm. Here it is

not a question which is the most beautiful route, but which of many beautiful ones to recommend for a day's tour. Probably the most serviceable to suggest is to San Anselmo, Lagunitas Creek, San Geronimo and Petaluma.

Take the Northwestern Pacific Ferry to Sausalito. Proceed northwesterly to Corte Madera, Larkspur, Kentfield, and San Anselmo, all nestled in the picturesque valleys that radiate from the base of Tamalpais.

From San Anselmo go north to Fairfax. Beyond Fairfax you ascend the famous "White's Hill."

Past White's Hill, you begin to get into the mountains and among grand coast range scenery, with forests on one side and cultivated hills and opens on the other. The road runs along Lagunitas Creek to San Geronimo, Lagunitas and Camp Taylor, and shortly beyond Tocaloma you take a northeasterly course through open country to Petaluma.

From Petaluma take the road back to San Rafael, a distance of twenty miles. From this point you can take the road over the hill to Greenbrae, whence if you are curious about such things you can visit the State Penitentiary at San Quentin, or come directly back to Sausalito and San Francisco.

Another fine trip in this region is to turn off from Fairfax to the southwest and go to Bolinas Bay. The ocean views are superb.

Another beautiful drive from Sausalito is to Greenbrae, thence southward to Tiburon and around the peninsula, overlooking Racoon Straits to California City, and return, a distance, one way, of approximately sixteen miles. San Rafael is easily reached from Greenbrae, and so is San Quentin.

SONOMA VALLEY, THE GEYSERS, CLOVERDALE AND LAKE COUNTY.

This journey is at your discretion. You can go as far and stay as long as you like, in a country that is always beautiful, and that changes with every mile you make.

North of Petaluma is a fairly level farming country, lying between bold hills, and affording smooth going, up to Santa Rosa. At Santa Rosa is what might be called the "home farm" of Luther Burbank, whose horticultural achievements have made his name famous all over the civilized world.

Healdsburg is northward, and here you begin to get into the enchanting valley of the Russian River, lined with fine vineyards and broad orchard lands, all the way to Cloverdale.

Just beyond Healdsburg a good road takes off for the Geysers, a natural wonderland where one sees an enormous jet of steam rising mountain high, and other interesting phenomena. The Geysers are eighteen miles from Healdsburg, and offer the trav-

eler the refreshment of a steam bath, followed by a plunge into fresh or sulphur water. There is a good hotel.

One can spend the night here and then go on up the Russian River valley to Pieta, in Mendocino County, whence a fine highway leads over the mountains to Highland Springs and Lake County.

Lake County is the "Switzerland of California." Here, within a radius of twenty miles, are some of the most famous medicinal springs in the country, with mineral waters equal to those of some of the great European spas. Here also is Clear Lake, a fine sheet of water about ten miles in extreme width by twenty in length, on which there are launches and other small craft.

A traveler by automobile can leave San Francisco on a Saturday, tour the whole of Lake County and be back by the following Wednesday or Thursday. Or he can follow the Russian River to Ukiah, county seat of Mendocino County, by green hop fields and through thick woods of maple, madrone and redwood, overgrown with wild grapes and other climbing vines.

Closer to San Francisco one can turn off to the eastward, three or four miles north of Santa Rosa, to the Petrified Forest, where giant trees have been turned to stone, and then run over to Calistoga, at the foot of Mt. St. Helena and the head of the beautiful Napa Valley, one of the garden spots of California. This valley is about thirty-five miles in length, and can be followed down by smooth roads, over fine stone bridges, past ivy-clad wineries and through the beautiful town of St. Helena and the thriving manufacturing community of Napa, to Vallejo, whence a return to San Francisco can be made by boat.

OAKLAND, LAKE CHABOT, PLEASANTON, MISSION SAN JOSE, HAYWARD.

This is an irregular circuit of about seventy-five miles, leading through a fascinating country to one of the loveliest of lakes, to the Sunol Water Temple, to the old Spanish town of Mission San Jose, and back by the Foothill Boulevard to Oakland and the ferry for San Francisco. It can be made in a day, leaving San Francisco by 9 a. m., and returning in time for dinner, with time for a picnic luncheon at Sunol, if you wish.

Take Oakland Harbor Ferry, at the slip south of the Ferry building, which runs half-hourly beginning at 6 a. m. This will land you at the foot of Broadway, Oakland. Run up Broadway to Twelfth Street, turn to the right on Twelfth, cross the Lake Merritt dam, and just beyond the dam turn to the left into the Lake Shore Boulevard. There this drive makes a bend to the left, following the margin of the lake, turn to the right instead, making a hairpin turn straight south one block to East Sixteenth Street. Follow East Sixteenth eastwardly to Fourteenth Avenue, where it turns to the left a short block; and proceed again eastwardly on East Sixteenth and cut the Foothill Boulevard.



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"NATIONS OF THE WEST." GROUP OF STATUARY SURMOUNTING ARCH OF THE SETTING SUN, IN THE
COURT OF THE UNIVERSE.

This is good going along the foothills, very beautiful here, with views across Oakland's inner harbor, crowded with the masts of sailing vessels.

After crossing San Leandro creek on the concrete bridge, turn up hill to the left just before reaching old Hunter's Inn, now headquarters for an automobile club, and after a distance of about two blocks take the turn to the right, which will put you on the road to Lake Chabot.

From the southerly point to Lake Chabot the road turns southward (to the right), and after about five miles, with a left turn and a right turn, it will lead you into the Dublin Canyon road a short distance east of Hayward.

On reaching Dublin, continue eastward to the first or second right turnout, and thence drop southward to Pleasanton. You are now in the lovely Livermore valley, between the north end of the Mt. Hamilton range and the south slopes of the Mt. Diablo range, a farming country as rich as it is beautiful.

On a rise of ground near Pleasanton is the Hacienda of Mrs. Phoebe Hearst, where the grounds and gardens exhibit the full possibilities of a rich soil and the benign California climate.

Southward from Pleasanton is the old town of Sunol, and near it the classic, circular Water Temple of the Spring Valley Water Company, the corporation which supplies San Francisco with water.

A most enjoyable hour or two can be spent here. On leaving, go south over the hill to Mission San Jose, and back to San Francisco over the Foothill Boulevard by way of Hayward.

STOCKTON AND THE SAN JOAQUIN VALLEY— SACRAMENTO.

The great interior valley of California can be reached by automobile from San Francisco with ease and comfort, and few trips will give a better idea of the agricultural character and resources of the State. It is level going, and full of variety and the most intense interest.

Go to San Leandro by the Foothill Boulevard from Oakland, as on the previously described trip, and from San Leandro continue to Hayward. From Hayward take the Dublin Canyon road, and follow it eastward to Livermore and Tracy. Between these points, beyond Altamont, a road takes off for Byron Hot Springs. From Tracy there is no danger of getting off the Stockton road, which is a macadamized boulevard. From San Francisco to Stockton is about eighty miles, and the run can be made easily in four hours.

The return to this city from Stockton can be best made over the same route, except that one can vary it by coming through Mission San Jose.

If it is desired to make a longer trip out of San Francisco and see more of the San Joaquin and Sacramento valleys, go north

from Stockton about forty-seven miles to Sacramento. The road is a model, smooth, asphalt-macadam boulevard, running near Lodi, center of a great Tokay grape district, a region that supplies fancy table grapes to Chicago and New York; through Galt, the center of a rich farming region, and on across the Cosumnes River to the capital of the State.

From Sacramento there is a fine road to Folsom, site of one of the State penitentiaries; a good road from Folsom to Placerville, and from Placerville another fine stretch of road up into the mountains to Tallac on Lake Tahoe.

From Sacramento north the visitor may ascend the great Sacramento Valley to its head in the famed Shasta region. Automobile roads lead north to Oregon. The United States Government plant introduction farm at Chico, the Agricultural College at Davis, the great gold dredgers at work, the citrus fruit orchards, are among the many sights of this vast valley.

From Stockton south the tourist may pass on through a marvelous agricultural region, marked by the orchards and dairy farms now rapidly taking the place of the great ranches that once entirely dominated this region. In Fresno, in the southern portion of the valley, will be seen the greatest raisin producing region in the United States; at Bakersfield and Coalinga and in the vicinity are the greatest oil fields in the world.

CLAREMONT, WALNUT CREEK, MARTINEZ, THE GRAND STRAITS VIEW.

This trip will show you wonderful scenery—the road from Martinez to Port Costa, narrow and crooked, but affording a panorama and water view nothing less than sublime. It is better not to attempt it in the rainy season.

Take the Oakland Harbor ferry to the foot of Broadway, Oakland. Run out Broadway as far as Telegraph Avenue, out Telegraph Avenue to Claremont Avenue, out Claremont Avenue to Claremont, with its fine hotel, and here take the "Tunnel Road" to Contra Costa County, Lafayette and Walnut Creek. From Walnut Creek, go northward through Pacheco to Martinez. Mt. Diablo will be on your right. Its forested slopes and long green canyons winding down to the plain on which you are riding make a grand landscape.

From Martinez take the Port Costa road. It mounts the hills above the railroad track, skirts the heights from two to three hundred feet above the water, and in places more; winds up to the heads of long gullies and runs out in startling hairpin bends around the contours of ridges where a timid traveler may have some breathless moments—and, to repeat, it should not be undertaken except when the roads are dry, and then only by experienced drivers. But here is one of the great views of the continent.

You look down on the Straits of Carquinez, one of the significant water passes of the Western world, for it carries the drainage and a large part of the commerce of the interior valleys of California down to the Bay and the city by the Golden Gate. It gleams and shines directly below you from a dozen different turns of this crooked road. It bears Italian salmon boats, barges, river craft with garden produce and with more substantial commodities from up the Sacramento or the San Joaquin—square-nosed “hookers” with baled hay or huge deck-loads of raw wool, or sacked wheat and barley. On the opposite shore is Benicia, and, down stream, Vallejo, with Mare Island, where the United States Navy Yard is located. There is a long jetty running out to confine the current and keep sufficient depth in the channel. Beyond are rolling, tumbling hills, framing broad and fertile valleys.

From Port Costa one can run into Oakland by way of Crockett, Pinole and San Pablo, within sight of the bay almost all the distance, and down San Pablo Avenue through West Berkeley to Broadway, Oakland, at the foot of which thoroughfare is the Oakland Harbor Ferry for San Francisco.

MISSION SAN JUAN BAUTISTA, DEL MONTE, MONTEREY, PACIFIC GROVE.

It is 127 miles from San Francisco to the famous California travel resort of Del Monte, by way of San Jose and Gilroy; and three miles and a half farther to Pacific Grove, through Monterey, the old Spanish capital of California. It is an easy and beautiful day's ride, one way. As you can get good accommodations at any of the points mentioned on Monterey Bay, it would be better to take two days at least for this tour, and add to it the seventeen-mile ocean shore drive out of Del Monte or Pacific Grove, with its recent extensions.

Run straight down to San Jose from this city, a distance of fifty-two miles by the road. From San Jose follow First Street southeast, down the center of Santa Clara Valley to Gilroy.

This is old, Spanish California, a chosen land of priest and hidalgo, of mission and cattle barony, and of an idyllic life in a land of sunshine and plenty.

From Gilroy go south by way of Sargent to old San Juan. Here a modern town has grown up, but it is behind the plaza and hidden from it. Once in the three-sided square of Spanish times, and the scene is the same as it was a hundred years ago.

A delightful side trip of eight miles up the little San Juan Valley will bring you to Hollister, one of the prettiest towns in California and the county seat of San Benito County. Or you can take the road direct from San Juan southerly, and then southwesterly over the hills to Salinas, being careful to take the left turn, due south,

at Santa Rita. Three miles south of Salinas you come to the Spreckels beet sugar refinery, at Spreckels. The main building here is 103 feet wide, 500 feet long, and six stories high, and can dispose of 3,000 tons of beets in twenty-four hours. When in operation it employs from 800 to 1,000 men and can turn out half a million 100-pound bags of sugar in a season's run of seventy days. It is a jungle of pumps, presses, vacuum pans, and mazes of electrically operated tramways, well worth stopping a few minutes to see, if you can gain admittance.

On Monterey Bay one reaches the 125-acre park in which is situated the Hotel Del Monte. These grounds contain every form of plant life that can be made to grow in this genial climate, and in addition there are golf links and tennis courts where the finest outdoor sport can be enjoyed right through the winter.

SANTA CRUZ, BY WAY OF SAN JOSE AND LOS GATOS.

Santa Cruz is the popular seaside resort at the north end of Monterey Bay. Near it is a grove of gigantic Sequoia Sempervirens, individual specimens of which rank, for size, with some of the big trees in the Sierra. Two days at least should be given this expedition.

From Los Gatos take the canyon road through the Santa Cruz Mountains to Soquel, overlooking the Bay of Monterey. The run through the mountains will take you through thirteen miles of wonderful scenery, the climax of which will be the grand views, from the down grade, into the amphitheater of Monterey Bay.

From Soquel to Santa Cruz you will run along the rim of the bay for four miles, the mountains marching on your right and the blue waters of the bay breaking into snow-white surf on the yellow sands below.

If you stop over at Santa Cruz, you will find it an easy and delightful ride up to the San Lorenzo River into the Santa Cruz Mountains to the Big Trees, Felton and Boulder Creek. From Boulder Creek it is about ten miles into the Big Basin, a State park consisting of 3,800 acres of magnificent virgin California forest, with a grove of monster Sequoia Sempervirens.

Returning to San Francisco, you have a choice between the route you took going down and the Bear Creek route, which will take you through forty miles of the most romantic scenery imaginable.

It would take a larger volume than this even to enumerate the interesting automobile trips one can make from San Francisco. The above, however, will furnish a suggestion of the varied topography of the neighborhood, and the beauties and sublimities of California scenes.

Automobile, Taxicab and Carriage Fares

Automobiles can be hired at any rates varying from \$2.50 to \$4.50 per hour, according to the capacity and quality of the vehicle.

At the time this book went to press, September, 1914, the following were the legal maximum rates:

It is probable that these rates will be diminished during exposition year. It is certain that they will not be increased.

AUTOMOBILES.

Four-Passenger Capacity, Exclusive of Driver.

First half hour or fraction thereof	\$2.00
Each subsequent hour	3.50

Six-Passenger Capacity, Exclusive of Driver.

First half hour or fraction thereof	\$2.50
Each subsequent hour	4.50

TAXICABS (Meter Rates)

Tariff No. 1 (1 or 2 Passengers)

First $\frac{3}{5}$ mile or fraction thereof	\$0.60
Each $\frac{1}{5}$ of a mile thereafter10
Each three minutes of waiting10

Tariff No. 2 (3 or 4 Passengers)

First $\frac{1}{3}$ mile or fraction thereof	\$0.60
Each $\frac{1}{6}$ of a mile thereafter10
Each three minutes of waiting10
For each additional passenger over four persons for the entire journey50

TAXICABS (Hour Rates)

For a taxicab by the hour	\$3.50
First half hour or fraction thereof	2.00

The passenger when engaging a taxicab, must state whether he will employ it by meter or hour rates. Hourly rates are from time car leaves nearest stand until its return.

Two-Horse Coupe or Hack.

(Two Passengers or Less.)

First half hour or fraction thereof	\$1.00
Each subsequent half hour	1.00

Waiting time to be at above rates.

Two-Horse Carriage

(Four Passengers or Less.)

First half hour or fraction thereof	\$0.75
Each subsequent half hour75

FLAT RATES TO DOWNTOWN HOTELS.

Taxicabs, automobiles and carriages are required by the city ordinances to carry passengers from the Ferry Depot, the Third and Townsend Street railroad depot or the steamboat landings and steamship docks to any of the downtown hotels located in the "Downtown Hotel District" for a flat rate of \$1.00 for from one to four passengers; each additional passenger, 25 cents. 75 pounds of baggage are carried free. Trunks, 50 cents.

The above flat rate does not apply to limousines or seven-passenger touring cars furnished upon special call and not occupying public space for hire.

The "Hotel District" is as follows: Starting at the Embarcadero and Howard Street northerly along the Embarcadero to Broadway, thence westerly on Broadway to Grant Avenue, thence southerly on Grant Avenue to Bush Street, thence westerly on Bush Street to Taylor Street, thence southerly on Taylor Street to Market and Fifth Streets, thence southerly on Fifth Street to Howard Street, thence easterly on Howard Street to Fourth Street, thence southerly on Fourth Street to King Street, thence westerly on King Street to Second Street, thence northerly on Second Street to Howard Street, thence westerly on Howard Street to the Embarcadero and point of commencement.

San Francisco Street Railways

Line No. 1—Sutter and California.

From 48th Ave., via P. R. of W. (Lands End) to 33rd Ave., California, Presidio Ave., Sutter, Market to Ferry. Returning via same route to 48th Ave. (Cliff and Sutro Heights).

Line No. 2—Sutter and Clement.

From Sutro Depot (Sutro Baths) via P. R. of W. to 48th Ave., Pt. Lobos, 33rd Ave., Clement, 1st Ave., Euclid, Parker, California, Presidio Ave., Sutter, Market to Ferry. Returning via same route.

Line No. 3—Sutter and Jackson.

From Presidio Ave. and California via Presidio Ave., Jackson, Fillmore, Sutter, Market to Ferry. Returning via same route.

Line No. 4—Turk and Eddy.

From 8th Ave. and Fulton (Golden Gate Park) via Fulton, 6th Ave., Lake, 1st Ave., Sacramento, Divisadero, Turk, Mason, Eddy, Market to Ferry. Returning from Ferry via Market, Eddy, Divisadero, Sacramento, 1st Ave., Lake, 6th Ave., Clement, 8th Ave. to Fulton. Line terminates at Powell and Market, 4:33 p. m. to 6:39 p. m.

Line No. 5—McAllister.

From 49th Ave. and Fulton (Beach) via Fulton (Golden Gate Park), P. R. of W. to McAllister, Market to Ferry. Returning via same route.

Line No. 6—Hayes.

From 9th Ave. and P St. via 9th Ave., J St., Parnassus (Colleges), Stanyan, Carl, Clayton, Frederick, Masonic Ave., Page, Fillmore, Hayes, Market to the Ferry. Returning via same route, except via Oak instead of Page, from Fillmore to Masonic Ave.

Line No. 7—Haight.

From Stanyan and Haight (Golden Gate Park), via Haight, Market to Ferry. Returning via same route.

Line No. 8—Market.

From 18th and Castro via Castro, Market to the Ferry. Returning via same route.

Line No. 9—Valencia.

From 29th and Noe via 29th, Mission, Valencia, Market to the Ferry. Returning via same route.

Line No. 10—Sunnyside.

From Genesee and Sunnyside Ave. via Sunnyside Ave. to San Jose Ave., thence over same route as the Guerrero line to the Ferry. Returning via same route.

Line No. 11—24th and Mission.

From 24th and Hoffman, via 24th, Dolores, 22nd, Mission, Embarcadero to the Ferry. Returning via same route, except between 22nd and 24th on Chattanooga instead of Dolores.

Line No. 12—Ingleside.

From Beach via Sloat Boulevard, Ocean Ave., Onondaga Ave., Mission, Embarcadero to Ferry. Returning via same route.

Line No. 14—Cemeteries.

From Holy Cross via San Jose Road, Mission, Embarcadero to the Ferry. Returning via same route.

Line No. 15—3rd and Kearny.

From Jefferson and Powell, via Powell, Broadway, Kearny, 3rd to 3rd and Townsend Depot. Returning via 3rd, Kearny, Broadway, Stockton, Union, Columbus Ave., Powell to Jefferson. A short line is run from Broadway to 3rd and Townsend Depot, 6 a. m. to 6 p. m.

Line No. 16—Kentucky.

From Six-Mile House at Sunnyside Ave., via Milliken, R. R. Ave., Kentucky, 4th, Berry, 3rd, Kearny, Broadway, Embarcadero to the Ferry. Returning via same route.

Line No. 17—Ellis and Ingleside.

From Victoria and Ocean Ave., via Ocean Ave., Sloat Boulevard, 19th Ave., W St., 20th Ave. to Lincoln Way, thence over same route as Ellis and Ocean Line No. 20 to the S. P. Depot at 3rd and Townsend. Returning via same route.

Line No. 18—Mission.

From Onondaga Ave. and Mission via Mission, 5th, to 5th and Market. Returning via same route. During the a. m. and p. m. rush hours this line runs to Daly City. Sundays the line is extended to Holy Cross via Mission and San Jose Roads.

Line No. 19—9th and Polk.

From 9th and Brannan via 9th, Larkin, Post, Polk to North Point. Returning via same route.

Line No. 20—Ellis and Ocean.

From 49th Ave. and B St. via 49th Ave., Lincoln Way (Golden Gate Park), 1st Ave., Frederick, Stanyan, Page, Divisadero, Ellis, 4th St., Townsend, to 3rd and Townsend Depot. Returning from Depot via Townsend, 4th, Ellis, Hyde, O'Farrell, Divisadero, Oak, Stanyan, Frederick, 1st Ave., Lincoln Way, 49th Ave. to B St. (Beach).

Line No. 21—Hayes and Ellis.

From Fulton and Stanyan (Golden Gate Park), via Stanyan, Hayes, Divisadero, Ellis, to 4th and Market. Returning via Ellis,

Hyde, O'Farrell, Divisadero, Hayes, Stanyan, to Fulton. Line runs only to Hayes and Shrader (St. Mary's Hospital), after 6:51 p. m.

Line No. 22—Fillmore and 16th Sts.

From 16th and Bryant via 16th, Church, Duboce, Fillmore to Broadway. During a. m. and p. m. rush hours line runs to 23rd and Kentucky, as follows: 23rd and Kentucky via Kentucky, 18th, Connecticut, 17th, Kansas, 16th and to Broadway over former route. Returning via same route.

Line No. 23—Fillmore and Valencia.

From Richland Ave. and Andover via Richland Ave., Leese, Mission, Valencia, Market, Gough, McAllister, Fillmore, Sacramento to Divisadero. Returning via same route, except from Mission and Andover by the way of Richland Ave. On Sundays only this line is extended to the Golden Gate Park at 8th Ave. and Fulton from Divisadero via Sacramento, 1st Ave., Lake, 6th Ave., Fulton. Returning via 8th Ave., Clement, 6th Ave., Lake, 1st Ave., to Sacramento.

Line No. 24—Mission and Richmond.

From Banks St. and Courtland Ave., via Courtland Ave., Mission, 16th, Church, Duboce, Fillmore, Oak, Divisadero, Sacramento, 1st Ave., Lake, 6th Ave. to Golden Gate Park at 8th Ave. and Fulton. Returning via 8th Ave., Clement, 6th Ave., Lake, 1st Ave., Sacramento, Divisadero, Page, Fillmore, Duboce, Church, 16th, Mission, Courtland Ave. to Banks St.

Line No. 25—San Bruno.

From Six-Mile House on San Bruno Road, via San Bruno Road, Army, Bryant, 5th to Market. Returning via same route. Line terminates at 22nd and Mission after 8 p. m. Last car at 22nd and Mission at 1:41 a. m.

Line No. 26—Ocean View.

From Daly City via San Jose Ave., Diamond, Chenery, 30th, San Jose Ave., Guerrero, 14th, Mission, Embarcadero to Ferry. Returning via same route.

Line No. 27—Bryant.

From 26th and Mission via 26th, Bryant, 10th, Brannan, 2nd to Market. Returning via 2nd, Bryant, 26th. Line terminates at 5th and Market after 7:50 p. m. Last car at 5th and Market at 1:09 a. m.

Line No. 28—Harrison.

From 3rd and Townsend Depot via 3rd, Brannan, 2nd, Bryant, Stanley Place, Harrison, Steuart, Howard, Embarcadero to the Ferry. Returning via same route.

Line No. 29—Kearny and Broadway.

From Broadway and Kearny, 3rd, to 3rd and Townsend Depot. Returning via same route.

Line No. 30—8th and 18th Sts.

From 23rd and Kentucky, via Kentucky, 18th, Connecticut, 17th, Kansas, 16th, Bryant, 8th to Market. During the a. m. and p. m. rush hours this line runs to 18th and Railroad Aves. South.

UNNUMBERED LINES.

(Electric Cars)

Divisadero St. Extension.—From Sacramento and Divisadero to Jackson and Divisadero, connecting with lines numbered 3, 4 and 24.

18th and Park.—From Stanyan and Waller (Golden Gate Park), via Waller, Clayton, Frederick, Ashbury, Caselli Ave., Falcon Ave., 18th, Guerrero, 14th, Harrison, to 3rd. Returning via same route. Line runs only to 8th and Harrison after 7:04 p. m. Last car at 8th and Harrison, 12:46 a. m.

Parkside.—From 35th Ave. and Sloat Boulevard, via 35th Ave., V St., 33rd Ave., T St. to 20th Ave. Returning via same route.

San Mateo.—From R. R. Ave. and 3rd Ave. (San Mateo), via R. R. Ave., 2nd Ave., B St., Elsworth, Poplar, Griffith, San Mateo Drive, Burlingame, P. R. of W. to Holy Cross Cemetery, San Jose Road, Mission, 5th to 5th and Market. Returning via same route except in San Mateo from Poplar to Elsworth via Baldwin and B Sts.

Visitacion.—From Six-Mile House at Sunnydale Ave. and Milliken, via County Line, McDonald, Schwerin, Walbridge Ave., via P. R. of W., Geneva Ave. to Mission. Returning same route.

South City.—From Paint Factory via P. R. of W. to South City (South San Francisco), to Holy Cross Cemetery. Returning via same route.

22nd and Howard.—From Army and Precita Ave. via Army, Folsom, 26th, Howard, 22nd, Chattanooga, 24th to Hoffman Ave. Returning via 24th, Dolores, 22nd, Howard, 26th, Folsom, Precita to Army.

Bosworth.—From Glen Park and Berkshire, via Berkshire, Bosworth to Mission. Returning via same route.

Folsom.—From Precita Ave. and Folsom via Folsom, Embarcadero to the Ferry. Returning via same route.

Howard.—From Rhode Island and 24th via 24th, Howard, Embarcadero to the Ferry. Returning via same route. Line runs to 22nd and Mission after 12:20 a. m.; last car at 22nd and Mission, 12:50 a. m.

Montgomery and 10th.—From 10th and Bryant, via 10th, Polk, Hayes, Larkin, McAllister, Leavenworth, Post, Montgomery, Washington to Kearny. Returning via the same route.

6th and Sansome.—From 6th and Brannan via 6th, Taylor, Post, Kearny, Bush, Sansome to Chestnut. Returning via same route.

Mission and Ocean (Sundays and Holidays only).—From Beach via Sloat Boulevard, Ocean Ave., Onondaga, Mission, 8th to Market. Returning via same route.

8th and 18th.—From 23rd and Kentucky, via Kentucky, 18th, Connecticut, 17th, Kansas, 16th, Bryant, 8th to Market. During the a. m. and p. m. rush hours this line runs to 18th and R. R. Aves. South.

Harrison.—From 3rd and Townsend via 3rd, Brannan, 2nd, Bryant, Stanley Place, Harrison, Steuart, Howard, Embarcadero to the Ferry. Returning via same route.

1st and 5th.—From 5th and Market via 5th, Brannan, 2nd, Folsom, 1st, to Bush and Sansome; alternating trip to Battery and California. Returning via 1st, Folsom, 2nd, Brannan, 3rd, Town-

send, 4th, Brannan, 5th to Market. After 6 p. m. this line runs from 2nd and Market to Bryant and Alameda. Returning via Bryant, 10th, Brannan, 2nd to Market.

CABLE LINES.

Jackson Cable.—From Jackson and Steiner via Steiner, Washington, Powell to Market. Returning via same route, except from Powell to Steiner via Jackson, instead of Washington.

Powell Cable.—From Bay and Taylor via Taylor, Columbus Ave., Mason, Washington, Powell to Market. Returning via same route, except over Jackson between Powell and Mason, instead of Washington.

Sacramento Cable.—From Fillmore and Sacramento, via Sacramento, Larkin, Clay, Embarcadero to the Ferry. Returning via Embarcadero, Sacramento to Fillmore.

Pacific Ave. Cable.—From Divisadero and Pacific Ave. via Pacific Ave. to Polk. Returning via same route.

California St. Line.—From California and Market, via California to Presidio Ave.

Hyde and O'Farrell Line.—From Market and O'Farrell via O'Farrell to Jones to Pine to Hyde to North Point.

Jones St. Line.—Runs on Jones from O'Farrell to Market.

MUNICIPAL STREET LINES.

Line A.—From Ferry Depot, out Market, to Geary, to 10th Ave., to Golden Gate Park.

Line B.—From Ferry Depot, up Market, to Geary, to 33rd Ave., to Balboa, to 45th Ave., to Cabrillo, to the Great Highway.

Line D.—From the Ferry Depot, out Market, to Geary, to Van Ness Ave., to Vallejo, thence on the Union St. Line to Steiner and Union to P. P. I. E., to Greenwich, to Scott, to Chestnut.

Line H.—From 25th and Potrero Ave., via Potrero Ave. to Division, to 11th, to Market, on Van Ness Ave. to Bay St.

The Stockton St. Line will be in operation when exposition opens. The route will be from Stockton and Market, via Stockton to Columbus Ave., to North Point, to Van Ness Ave. and Bay St.

Steamship Lines — San Francisco

FOREIGN PORTS.

Honolulu.—*American-Hawaiian S. S. Co.; Matson S. S. Co.; Oceanic S. S. Co.; Pacific Mail S. S. Co.; Toyo Kisen Kaisha (passengers to and from Orient only).

China, Manila and Japan.—Pacific Mail S. S. Co.; *Robert Dollar Co.; Toyo Kisen Kaisha.

Australian Ports.—Oceanic S. S. Co.; Union S. S. Co.

Chile.—W. R. Grace & Co.; Kosmos Line.

Panama.—Luckenbach S. S. Co.; American-Hawaiian S. S. Co.; W. R. Grace & Co.; Pacific Mail S. S. Co.

European Ports.—*Harrison Line—Liverpool, London and Avonmouth; *Maple Leaf Line—Avonmouth, Dunkirk, Swansea, via

Santa Rosalia; *East Asiatic Co.—Copenhagen; *Kosmos Line—South American and European ports.

Mexican Ports.—Jebseh S. S. Co.—Guaymas via Mexican ports; Pacific Mail S. S. Co.

COASTWISE.

New York and Atlantic Ports.—*American-Hawaiian S. S. Co.; Emery S. S. Co.; *Luckenbach S. S. Co.; W. R. Grace & Co.

SOUTHERN PORTS.

San Diego.—North Pacific S. S. Co.; Pacific Coast S. S. Co.; Pacific Navigation Co.

San Pedro and Los Angeles.—E. J. Dodge Co., Pollard Steamship Co.; J. R. Hanify & Co.; Hobbs, Wall & Co., Independent S. S. Co.; North Pacific S. S. Co.; Pacific Coast S. S. Co.; Chas. R. McCormick & Co.; Hart-Moore Lumber Co.; Pacific Navigation Co.; San Francisco & Portland S. S. Co.; Sudden & Christenson; Olson & Mahoney; Hicks-Hauptman Co.

Santa Barbara.—North Pacific S. S. Co.; Pacific Coast S. S. Co.

NORTHERN PORTS.

Caspar, Cal.—*Caspar Lumber Co.

Fort Bragg, Cal.—Union Lumber Co.

Mendocino.—C. H. Higgins Co.

Eureka, Cal.—Hammond Lumber Co.; J. R. Hanify Co.; The Chas. Nelson Co.; Independent S. S. Co.; North Pacific S. S. Co.; Pacific Coast S. S. Co.; *Pacific Lumber Co.; E. J. Dodge Co.

Bandon, Oregon.—Estabrook Co.; E. T. Kruse Co.

Coos Bay, Oregon.—North Pacific S. S. Co.; C. A. Smith Co.; Swayne & Hoyt.

Portland and Astoria, Oregon.—E. J. Dodge Co.; Hart-Wood Co.; F. Lunderman Co.; Chas. R. McCormick & Co.; Olson & Mahoney; North Pacific S. S. Co.; San Francisco & Portland S. S. Co.; Swayne & Hoyt; *E. K. Wood Lumber Co.

Gray's Harbor, Oregon.—Pollard Steamship Co.; Hicks-Hauptman Co.; Sudden & Christenson, Wilson Bros. & Co.

Seattle, Washington.—E. Linderman Co.; Pacific Coast S. S. Co.; The Chas. Nelson Co.; Pacific Alaska Navigation Co.

Puget Sound.—Olson & Mahoney; Pacific Alaska Navigation Co.; Pacific Coast S. S. Co.; *E. K. Wood Lumber Co.

Alaska.—Pacific Alaska Navigation Co.; Pacific Coast S. S. Co.

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SAN MATEO COUNTY

IMMEDIATELY adjacent to San Francisco, and extending southerly to Santa Clara Valley. Excellent steam and electric railway service. Perfect and complete system of asphaltic highways. On the bay side, the country residences of the wealthiest citizens of California. On the coast side, dairy and truck farms and lumber industries. Climate, mild and equable. Abundant yield of fruits, flowers, vegetables, grapes and olives. Large tracts yet open and available for residences, farming, fruit growing and other industries: Prices reasonable and attractive. Scenic features: Great Basin of giant redwoods; chain of lakes; ocean shore and forest drives. Persons residing in the county are within quick and easy reach of the city of San Francisco. In San Mateo Pavilion, State Building, Fair Grounds, see carefully prepared Relief Map, showing, among other things, San Mateo's advantageous proximity to the Metropolis. A cordial invitation is extended to all to visit San Mateo County. Personally conducted auto tours through the county during the Fair. For particulars, inquire at the above mentioned Pavilion.

Monterey

C o u n t y

P e n i n s u l a

H a r b o r



The Ostrich Tree

MONTEREY COUNTY is an empire alone containing over two and a quarter million acres of valleys, hills and mountains. It invites the general farmer, the orchardist and the stock and dairyman to its domain. It excels any other county in the state in apple, potato and beet culture and has the largest sugar beet factory in the world, and a climate unexcelled. It has more Missions than any two counties and our good and wise mission fathers took the best when selecting their future homes. Salinas City is the county seat.

Monterey Peninsula, the resort section, contains Monterey City, Pacific Grove, Carmel-by-the-Sea, East Monterey and last but not least, Del Monte, the peer of America's all around Summer and Winter resorts. A quotation of Wm. Ritschel from Chas. Rollo Peters, both world-famed artists, to the effect that while other spots on earth contained some one thing of rival, Monterey Peninsula combined a synthesis of climate and sea and mountain and valley and river and forest beauty unequalled, if not superior in attraction to any place in the world.

The Harbor of Monterey on the Bay of Monterey is undeveloped, almost unknown and unused and yet it is one of, if not the best of the three great harbors on the California coast and less than 100 miles of railroad will reach the centre of 11,000,000 acres of the richest fruit, grain and mineral section of this great State and place it in touch with the ocean commerce of the Pacific. This magnificent harbor where the navies of the world can enter and ride safely at anchor but a few hundred feet from shore, offers and invites the Captains of Industry to investigate, and it can be safely stated that with the opening of the Panama Canal, this County offers through the Peninsula, the Harbor and the cross State Railroad present the greatest opportunity for investment and doing big things of any place on the entire Pacific Coast.

For further information literature, etc., call on or write
The Salinas Chamber of Commerce, Salinas, Cal.; The King City
Chamber of Commerce, King City, Cal.; The Pajaro Board of Trade,
Pajaro, Cal.; The Monterey Chamber of Commerce, Monterey, Cal.;
Pacific Grove Board of Trade, Pacific Grove, Cal. or
the Board of Supervisors, Salinas, Cal.

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VENTURA COUNTY



VENTURA COUNTY borders on the Pacific Ocean, four hundred miles south from San Francisco. The State Highway enters the county at Rincon Creek, running into San Buenaventura, the mission city, thru the rich Santa Clara Valley of the South to Los Angeles County. A part of the State Highway is the famous Rincon-Sea-Level road, one of the most beautiful boulevards in the world, which runs along the Pacific Coast for fifteen miles.

The lima bean crop of Ventura County alone foots up the splendid total value of close to five millions of dollars in a year. The sugar beet industry produces two and one half millions of dollars per year. Oranges, English walnuts add to the annual wealth production of the County. The dried apricot crop of Ventura County is 25,000 tons per year. The largest lemon orchard in the world, the Lemon-eira Company, is in Ventura County. The first attempt to mine petroleum in California was made in Ventura County.

San Buenaventura is a city of homes, but has a great future as one of the main resort cities of California. Its smooth sand beach runs for miles without an undertow or trip rip, which makes it the safest place for the bather in California. The climate of San Buenaventura is as near earthly perfection as possible.

Santa Paula, a town of 3500 people, is filled with bustling prosperity and is the center of the Oil Industry, and a rich orange, lemon and walnut belt.

Fillmore is a center of the citrus industry, apricots, walnuts and beans.

The State Highway runs past the Montalvo, El Rio and Camarillo settlement, to Los Angeles via the Conejo pass with a side road leading to the manufacturing city of Oxnard, the second town in the county and the site of the immense factory of the American Beet Sugar Company.

Nordhoff with its stately oaks, its cloud-reaching mountains and its wonderful climate is considered the most picturesque city in Ventura County.

There are fine schools in all the cities and in the county. Gas, water and electricity are practically in every house in the county.

Ventura is one of the richest and most progressive counties in the State.

No visitor to the Exposition will have seen California without seeing Ventura County.

Address:

Ventura County Board of Supervisors,
Ventura, California



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Napa County

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Address

Napa County Board of Supervisors
Napa, California



Sonoma County

C A L I F O R N I A

WITH a million acres of land, and only fifty thousand people. That is the condition in which Sonoma County finds herself. Enough land for thousands of homeseekers and settlers, and only a small part of it under cultivation.

Sonoma County is thirty-two miles from San Francisco, which means that all parts of the county have easy access to the San Francisco Bay markets.

Sonoma County's leading products are: Apples, Grapes, Hops, Poultry, Prunes, Berries, Pears, Plums, Walnuts, Hay, Dairying, Stock-raising, and Truck Gardening.

Sonoma County's assessed valuation is \$40,000,000.

Sonoma County's population is fifty thousand.

Sonoma County has six incorporated towns, all possessing modern improvements, and serves the rural district, in the capacity of furnishing material and consuming the products.

All church denominations, fraternal orders, community Chambers of Commerce, Women's Improvement Clubs, splendid social societies, and a flourishing Pomona Grange, with subordinate granges, are found in the county.

Sonoma County is famous for her beautiful scenery and the Russian River district, which is known by the Tourists as the Switzerland of America. It is estimated that one hundred thousand pleasure seekers visit the resort districts through the summer. Fishing and hunting are abundant in season.

Luther Burbank, the greatest horticulturist ever known, selected Sonoma County as the place to follow his life work, the propagation of plant life.

We have compiled an immense fund of information about our County, which we will gladly assist you in obtaining if you will write us at once.

Sonoma County
Panama-Pacific International Exposition
Commission, Santa Rosa, Calif.



Are You Going

to be one of the many fortunate settlers who will locate in Santa Barbara County this year and in 1915, and who will start new homes in this land of promise and plenty?

Santa Barbara County has an area of 2630 square miles, containing many fertile and thriving valleys. It is an attractive place for agriculturists, horticulturists, investors, home-seekers and those in search of rest and recreation. Protected by a chain of islands on the one side, and by lofty mountains on the other, the climate is unsurpassed anywhere in the world; the mean range, summer and winter, being only twelve degrees.

**Climatic
Conditions
Unsurpassed.**

**Agricultural
Possibilities
Difficult of
Estimation.**

**Land Values
Reasonable.**



**Petroleum
Production
10,000,000
Barrels
Annually.**

**Two Hundred
Miles of
Anticline
Unexploited**

The only way to know Santa Barbara is not to depend upon type, but to see the county itself. The setting, the climate, the atmosphere, all of the factors that go to make up this favored locality—these are the things that can be set down meagerly but whose impression is difficult to convey.

What with the orchard, the vineyard, the stock and dairy farm, the bean, the grain, the sugar beet, the mustard, the olive oil, the walnut, the lemon, the petroleum, there are commercial possibilities, big business ventures, to be consummated in and around this beautiful county.

FOR FURTHER INFORMATION, ADDRESS:

Santa Barbara Chamber of Commerce

Santa Barbara, California

C A L I F

Sutter County

Is the very heart of the great Sacramento Valley.

The Sacramento Valley is one of the most productive valleys of the United States and Sutter County is one of the most productive spots in the Sacramento Valley.

Our advice to the intending home seeker is INVESTIGATE opportunities of SUTTER COUNTY right NOW while the prices for land are not too high.

Land values are governed by soil value, population, market, improvements, etc., and it stands to reason that the present values in California and especially in the most productive section of this state will increase greatly, as people pour in, and as the farm dairies increase.

We extend to you a cordial invitation to write or call and see us. Ask us questions. WE WANT HOME SEEKERS.

Board of Supervisors,
Yuba City, Sutter County,
California

O R N I A

Yuba County

We advise you to invest right now in Yuba County. We are citizens of Yuba County, and we believe in Yuba County and we know that you would believe in Yuba County if you knew the County as we do.

Yuba County appeals to the Fruit Farmer. The lands are of the best for fruits.

Yuba County appeals to the manufacturer and the stockraiser, the lands are naturally rich in forage. Yuba County appeals to the general farmer; barley, wheat, stock-raising and various farm products are successfully grown.

If you are a home seeker, a productive settler, a health seeker, a manufacturer, or seeking a business location, whatever your inclination and desire you should have the booklet we have specially prepared for you.

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Marysville, Yuba County,
California

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than **Denver** with
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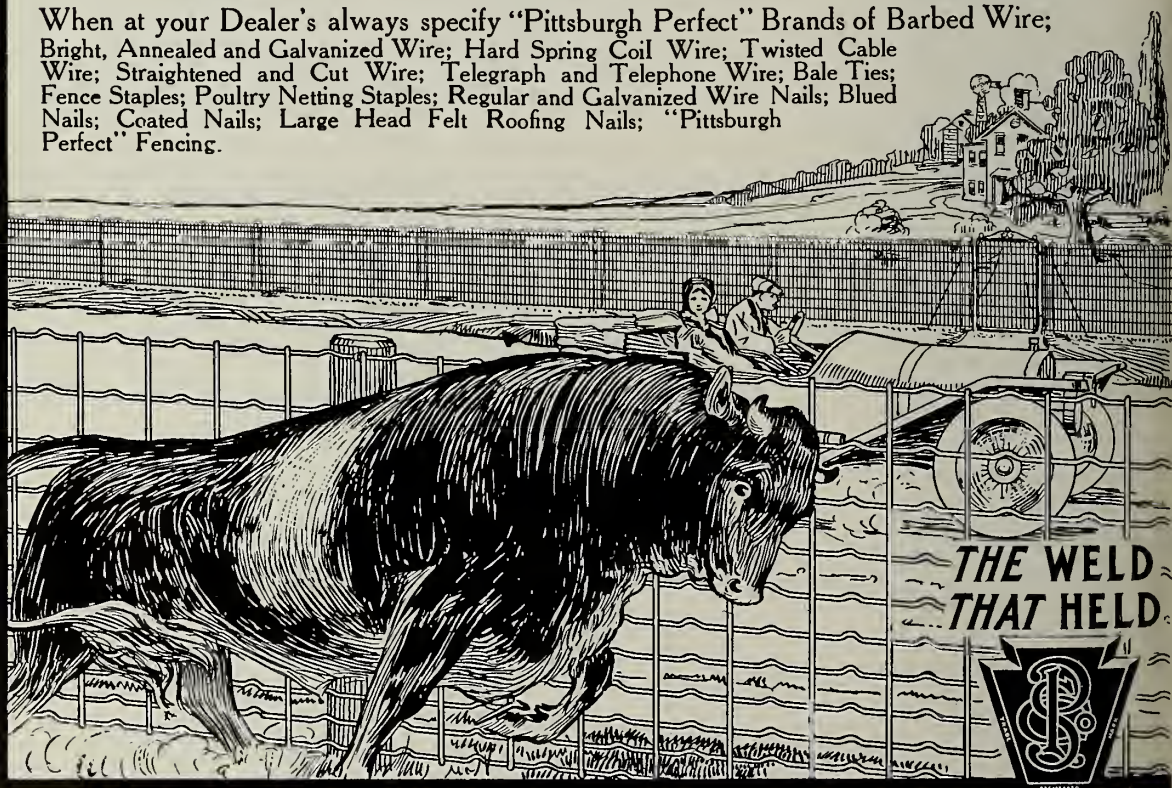
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Banks of Oakland, California

MEMBERS OAKLAND
CLEARING HOUSE

Central National Bank, 14th and Broadway

Farmers & Merchants Savings Bank, 1226 Franklin Street

First National Bank, 14th and Broadway

Harbor Bank, 12th and Franklin Streets

Oakland Bank of Savings, 12th and Broadway

Security Bank, 11th and Broadway

State Savings Bank, 404 13th Street

Union Savings Bank, 13th and Broadway



Maxwell

New 1915 Model **\$695** 17 New Features

**The biggest automobile value
ever offered for less than \$1000**

A powerful, fast, full grown, 5-passenger,
really beautiful and fully equipped auto-
mobile; a car with a real high tension mag-
neto, sliding gear transmission, left hand
drive center control, anti-skid tires on rear.

**A car that has practically every high
priced feature of high priced cars**

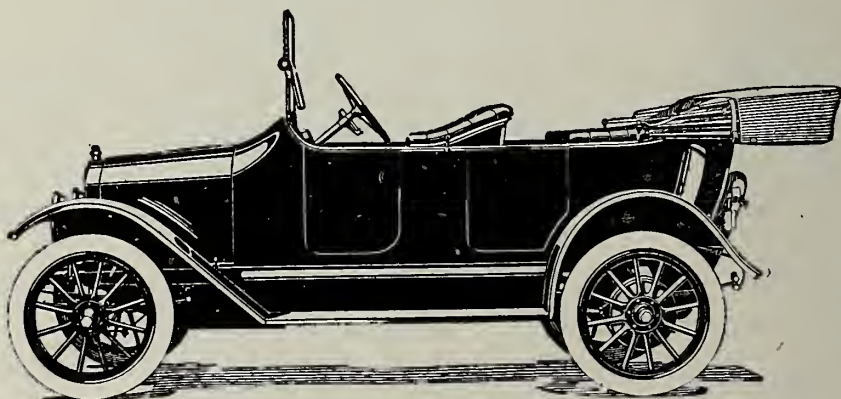
Holds the Road at 50 miles an hour

WRITE FOR ILLUSTRATED 1915 CATALOG—ADDRESS

Maxwell Motor Company

INCORPORATED

DETROIT, MICHIGAN



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ONTARIO

THE BANNER PROVINCE OF THE DOMINION OF CANADA
is where you should settle

Why?

BECAUSE ONTARIO OFFERS
UNEXCELLED OPPORTUNITIES FOR SETTLEMENT OR
INVESTMENT

AGRICULTURE

Do You Know

That Ontario produces 75% of all fruits grown in Canada?

That Ontario offers suitable soil at low prices with no need for irrigation for fruit growing or farming?

That the field crop of Ontario is nearly 50% of the whole crop of Canada?

That in dairying and raising pure bred stock Ontario leads all the Provinces?

That Old and New Ontario offer improved farms with all conveniences at reasonable prices?

That the fertile lands of New or Northern Ontario, procurable free and at a cost of 50c per acre, are already producing grain and vegetables second to none in the world.

MANUFACTURES

Cheap sites, electric power supplied under Government organization at cost, good transportation facilities, favorable labor and market conditions, these are the advantages which should interest manufacturers.

MINERALS

The mineral resources of Ontario cover almost the entire list of metallic and non-metallic substances, with the exception of coal. The principal metals are silver, nickel, iron, gold and copper. The total value of the various products in 1912 was \$48,341,612, showing an advance over 1911 of \$6,364,815.

Let us tell you all about Ontario
in our handbook which may be
had free of charge on applying to

H. A. MACDONELL,
Director of Colonization,
Parliament Buildings,
Toronto, Ont., Canada.

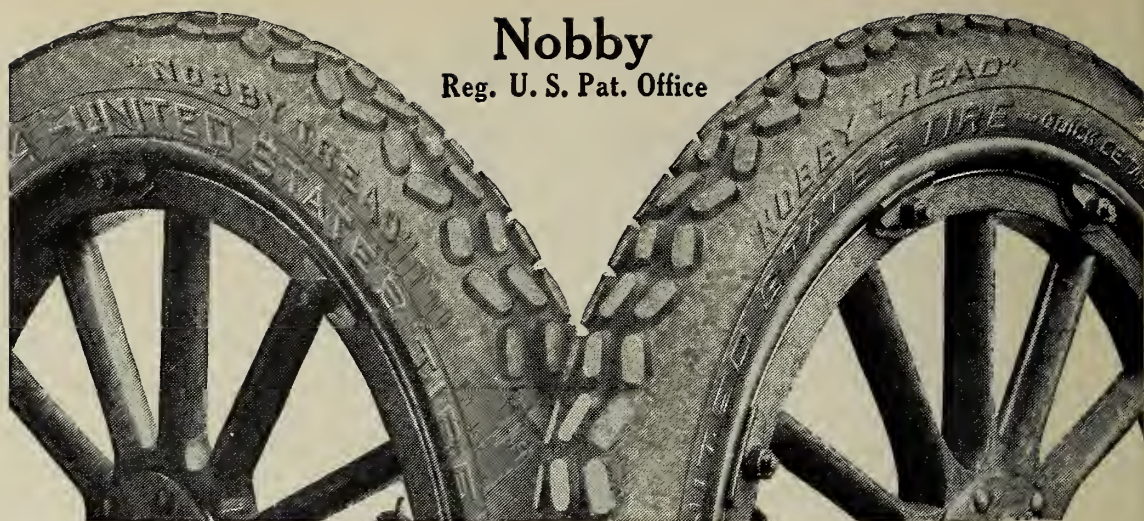
HON. JAS. S. DUFF,
Minister of Agriculture,
Parliament Buildings,
Toronto, Ont., Canada.

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Nobby
Reg. U. S. Pat. Office

Punctures 90% Less

Investigations prove that with "Nobby Tread" Tires punctures are 90% less than with the average tire.

The big, thick "nobs" on "Nobby Tread" Tires stand out so far from the shoe that nails, glass, sharp stones, etc., hardly ever reach the shoe.

Study the "nobs," their size, their

thickness, and the way they are placed and you will understand why.

And remember this—you have got to wear out these big, thick, tough "nobs" before you even start to wear out the extra strong tire underneath—that is one reason why experts call "Nobby Treads"

Two Tires in One

The original wear-resisting quality, the quantity of rubber, the methods of construction—all have been rigidly maintained in "Nobby Tread" Tires, and maintained regardless of cost and regardless of price competition.

"Nobby Tread" Tires are the largest selling high-grade anti-skid tires in the world, and they are REAL anti-skid tires. Based solely upon their remarkable mileage records,

"Nobby Tread" Tires

are now sold under our regular warranty—perfect workmanship and material—BUT any adjustments are on a basis of

5,000 Miles

Thousands upon thousands of veteran motorists now use "Nobby Tread" Tires on their front and rear wheels through all seasons, because they are such phenomenal mileage tires and real anti-skid tires.



United States Tire Company

DO NOT BE TALKED INTO A SUBSTITUTE—Your own dealer or any reliable dealer can supply you with "Nobby Tread" Tires. If he has no stock on hand, insist that he get them for you at once—or go to another dealer

NOTE THIS:—Dealers who sell UNITED STATES TIRES sell the best of everything

